

J. S. BRIGGS
PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 Spruce St., New York.

VOL. XLIV.

NEW YORK, JULY 8, 1903.

No. 2.

Where The Muncie Star Goes

LOOK

AT THE

MAP

OF THE

BUSY

PART OF

INDIANA—The great oil and manufacturing belt where everybody is working.

THE MUNCIE STAR is delivered to 60 per cent of the homes in these seven counties.

THE STAR is now delivered on 103 Rural Free Delivery Routes—173 in this section. Sixty-six additional routes will be established before September 1st to make the service complete to every family in these seven counties. The guaranteed average circulation of THE MUNCIE STAR for one year is 24,000.

THE STAR LEAGUE

consisting of The Indianapolis Star, The Terre Haute Star and The Muncie Star, will cover this rich State thoroughly with a guaranteed circulation of 90,000 papers. *Ask for rates.*

THE STAR LEAGUE,
General Office,
INDIANAPOLIS, IND.

LOGAN & COLE,
Special Representatives,
Tribune Buildings, New York and Chicago.

Rowell's American Newspaper Directory tells the circulation of American newspapers and tells it truly. It gives the present circulation as well as for a series of years past, thus enabling the advertiser to determine the probable future.

*We look upon
Rowell's American
Newspaper Direct-
ory as an authority
on newspaper statis-
tics.—F. G. Hamm,
Advertising Manager
Centaur Company,
New York.*

The price of the American Newspaper Directory is \$10 net cash, all transportation charges prepaid.

GEO. P. ROWELL & CO., Publishers,
10 Spruce St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1895.

VOL. XLIV.

NEW YORK, JULY 8, 1903.

No. 2.

INTRODUCING A MINERAL WATER.

During the past two years small display ads for Man-A-Cea Manganese Mineral Water have appeared with more or less regularity in New York dailies, particularly the *Herald*, *Sun*, *Times* and *Tribune*. Of late they have been conspicuous on the first page of the *Telegram*. These ads differ from others of their class, for they have a personal tone and directness that is convincing, while excellent use is always made of small space—between two and four inches. Advertising men and those intimately concerned with the making of newspapers are inclined to read proprietary ads with considerable scepticism. The Man-A-Cea ads are of the sort that convince even sceptics, and the most sophisticated reader would doubtless decide that, if Man-A-Cea water will not do what the ads claim, the man who wrote the ads believes that it will, at least, and is honest in his convictions and statements. A PRINTERS' INK reporter recently called upon Ben K. Curtis, 13 Stone street, New York, who is general agent and owner of the spring which produces Man-A-Cea.

"Yes, I write all the advertising for Man-A-Cea," he said. "We have tried professional adwriters, and good ones, but none of them seem to treat the subject with the earnestness that it needs. I believe in Man-A-Cea because I know what it will do. I have never yet talked to a man or woman who was not willing to try it when I had finished. This is the quality that goes into my ads, I presume. The chief expense in marketing a mineral water is the advertising. Few people realize how difficult it is to turn the most valuable water into a paying commodity. There is keen competi-

tion, for one thing—for this very reason, in fact. With the shining examples of Buffalo Lithia, Londonderry, Hunyadi Janos and White Rock before them, the owners of springs take to bottling water in the belief that it will create its own demand. The water costs little or nothing, for the man owns the spring and it flows continually. So the proposition is very alluring on the outside. Yet no water, whatever its virtues, can succeed until it is properly advertised, and this advertising stage of the business is responsible for many downfalls. On the other hand, with proper advertising a good mineral water is an excellent

MANGANESE WATER.

When Your Wife's Digestion Seems Beyond Repair

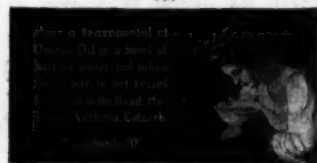
and all medicines and treatments fail get MAN-A-CEA, the Manganese Natural Spring Water. It immediately restores the digestion to the Weak, Debilitated, and Catarrhal, the Exhausted—Physical and Nervous—the same as any well person. We are not trying to fool you. It is the simple truth. Manganese in solution does it. It is simple, tasteless, harmless. The Creator made the rose. He made this water. Man can make neither. Do not think everything advertised a fake or fraud. How else are you to be reached? Your homes cannot be invaded. Doctors are busy with their own affairs. Druggists and grocers sell what is called for. Try it Just Once for One Time. Send for booklet. Druggists, Grocers or Ben. K. Curtis, 13 Stone Street, New York.

commodity—conforming in this to the first great law of advertising. Man-A-Cea comes from a spring in Preston County, West Virginia. It is the most beneficial of manganese that has yet been discovered, and was awarded a diploma at the Chicago fair for being 'very constant in composition and remarkable for its proportion of manganese.' Manganese combines with the iron in food, making it digestible. Man-A-Cea relieves practically all stomach troubles, and is tonic and curative—a natural germicide and corrective. There are forty-two artificial solutions of manganese on the market at present, but none so good as Man-A-Cea. It is Nature's combination,

and can no more be duplicated by chemists than can the rose. I bought the spring four years ago after the water had cured my wife of catarrh of the stomach. The water had enjoyed a local reputation, since the discovery of the spring in 1861, but had never been systematically advertised, and during the first two years I did little to exploit it. Then I resolved to begin operations in New York City and environs, advertising in a small way and awaiting for the water itself to do the chief work of introduction. There is method in this small beginning. It is a fallacy, I believe, to force articles upon the public through heavy advertising at the outset. Rome was not built in a day, and the people are not ready for new articles as a mass, particularly medicinal articles. There must be a harmful reaction from heavy advertising with a commodity of this sort. Slow but sure seems to me the better policy. Our expenditure during the past two years has been well within \$100 per week, including cost of newspaper space, literature, special displays in drug stores and all expenses. We have used nothing but newspaper space in New York dailies, and though it is difficult to trace direct results we know for a certainty that this advertising has increased sales. The front page of the *Evening Telegram* has given us better results than any other paper. We usually take preferred position because we believe that advertising is of no benefit unless it is placed where people will read it. In writing I try to talk to a person, never to a crowd. I talk to the person that needs Man-A-Cea. If a man has suffered from catarrh of the stomach and has got to the point where it is necessary to wash the stomach once a week or even once a day, he will be immediately attracted by an ad headed 'Why Wash out the Stomach?' Even though he thinks it a worthless nostrum he will read that ad. If he has never had catarrh of the stomach he cannot be interested in such an ad, unless in behalf of some member of his family. My talks are always specific and to the point—aimed directly at one certain

class of people who can be interested in Man-A-Cea. We have never used pictures, but are now preparing to give the ads something more in the way of eye-catching display. I calculate that it will take five years to introduce this water thoroughly in the vicinity of New York, but we intend to branch out presently into other territory. The valuable factor in a campaign of this sort is the man or woman who knows your commodity, and who will say to friends, 'Yes, it is good—I have used it.' Advertising in New York dailies is costly, but the massed population here gives good results when the advertising is wisely placed, while the article with a metropolitan reputation has weight when you go into the other territory. With all the talk about New York being a hazardous, costly field for advertisers, I think that it is the best place to begin, even in a small way. New York newspapers have immense influence not only locally, but as general mediums in every part of the country. We avoid sensational arguments, for the better classes of Americans trust only dignified advertising. I sometimes think that statements and assertions cannot be made too sensational for the masses, but question the permanency of results from such publicity. The saner method is best in the long run, for our purpose at least. I am told by those who ought to know that we have achieved better results in proportion to our expenditure than ninety-nine out of the hundred advertisers in all fields."

AN advertising man is on the high road to riches when he has learned how to make two inches single column stand out from the surrounding surface like a wart on the nose of an heiress.



AN ATTRACTIVE CARD.

Have you a friend in
Kansas City?

Ask him if he doesn't read

The Star

in the evening and

The Times

in the morning.

Combined circulation
200,000 a day.

The Kansas City Sunday STAR.

Circulation 115,000.

The Kansas City Weekly
STAR goes into over 215,000
farm houses every week.

THREE SELLING FORCES.

Into the first edition of a new novel published some time ago by D. Appleton & Co., were put postal cards, with a request that the purchaser of each copy state what had influenced him most in purchasing the book. About one-half of these cards were returned to the publishers, and the following table was the result:

Bookseller's recommendation	26	per cent.
Read author's previous work	16	"
Recommendation of friend	14	"
Advertising	12	"
Saw book reviewed	10	"
Attracted by binding	9	"
Trivial replies	13	"

100

This schedule is an admirable exposition of the three chief factors that influence the sales of an advertised commodity sold generally over wide territory, through retailers. Quality is the first and most important, represented by the purchasers in the 100 who bought either because they liked the author, took a friend's advice or were attracted by the outward appearance of the volume. Those in the first two divisions had reason to believe that the book was good, while it is practically certain that those attracted by binding came to the same opinion after a brief examination of the pages. This last division shows the importance of an attractive package. The next factor was advertising. Paid publicity sold 12 per cent, while book reviews, which are advertising of another sort, sold 10 per cent. Publishers are continually asking themselves the question, "Does the review sell more books than the paid ad?" Books are usually advertised more largely by reviews than in paid space—that is, the review is greater in sheer number of agate lines. It would also seem to be a more potent form of publicity than paid advertising, as readers might reasonably be expected to place more faith in the opinion of a reviewer in a paper or magazine with which they were familiar, than in the paid assertions of the publisher himself. Yet in this case paid advertising sold two per cent more copies than reviews. The third factor in this schedule is the dealer, whose personal recommen-

dation sold twenty-six copies in the hundred. This shows the importance of the retailer in general advertising. He comes in close touch with the ultimate buyer—"the man on the spot," as a prominent proprietary advertiser puts it. His influence is greater than that of advertising in this schedule, and second only to quality, which is the chief factor. The deductions from this inquiry carry a moral for the general advertiser. First secure quality in your commodity. It is the first consideration. People bought this novel because they thought it was good, and they buy other things for the same reason. Goods without quality may be sold through the dealer's recommendation or by advertising, but they are not well sold. Second, form close, original relations with the retailer. Advertising may bring pressure to bear upon him, but it can never entirely eliminate him. Third and last—advertise. Quality and the dealer's friendship are forces that will sell goods without advertising. Quality will sell a limited percentage without the other two factors. With quality and the dealer's co-operation advertising has two valuable auxiliaries. Without them it has two counter forces to work against, and can hardly succeed—success would be, in fact, contrary to known principles. An inquiry of this nature undertaken in connection with almost any other commodity exploited through general advertising would probably furnish results very like those secured by the Appletons.

—◆◆◆—
 "KEEPING everlastingly at it" will bring failure to the advertiser who persists in doing poor advertising.

—◆◆◆—
 THE new Macy store will have a department of deposits, conducted much like a bank, for the convenience of customers who do not wish to have purchases sent C. O. D. Purchases are charged against deposits, and upon all balances interest is paid at the rate of four per cent. Such accounts are carried only for the convenience of customers making actual purchases, and the department is not meant for general banking purposes.

Sworn average for April 18,472

Sworn average for May 18,640

The April issue of the American
Newspaper Directory shows

The Nashville Banner

to have a larger circulation than
the other two Nashville dailies
combined. If it were not true the
other papers could easily have
proved the contrary.

VREELAND-BENJAMIN SPECIAL AGENCY,

150 NASSAU STREET,
NEW YORK.

TRIBUNE BUILDING,
CHICAGO.

ABOUT CIRCULATION RATINGS IN THE AMERICAN NEWSPAPER DIRECTORY.

THEY ARE NEVER INFLUENCED BY ILL WILL—NOR GOOD WILL.

It is sometimes urged that the plan for reporting newspaper circulations adopted by the Directory is not the best. It is, however, the result of more than thirty years of painstaking study and experiment, and the publishers of the Directory feel compelled to adhere to it until what appears to be a better plan is suggested. Those who advocate a new or different plan sometimes do so without bearing in mind that it must be one that will fit all cases, because without conformity to a uniform plan for making a circulation report no basis for comparison of circulations would be possible.

Those who consult the Directory and rely upon its circulation ratings are aware that the figures set down do not purport to be the actual issue of the papers for the day the book is consulted, but represent the average output of the paper in question for a whole year preceding a specified date which also precedes by some weeks or months the date of the issue of the Directory.

To report his circulation in such a way as actually to convey to the Directory editor the information he deems essential, it is necessary that a publisher shall set down in detail how many copies were printed of each issue during the period of a full year; then ascertain the grand total by adding the figures representing the separate issues; then divide the grand total by a figure representing the number of separate issues, thus ascertaining the average number of copies printed for each issue.

It is only in recent years that publishers generally have learned to appreciate the advisability of keeping accurate and trustworthy records of the number of copies printed. Those who have not yet learned the importance of such a practice or become sufficiently systematic in the conduct of their affairs, to succeed in having such a record kept, are likely to dispose of all inquiries about circulation with a statement in round figures qualified commonly by the word "about," and when such a report is not accepted and adopted the newspaper man is inclined to ascribe the failure to some pique or unfriendly feeling toward him on the part of the publishers of the Directory.

AN EXAMPLE GIVEN FOR ILLUSTRATION.

Below is reprinted the substance

of various communications received from an eminently respectable newspaper from which no satisfactory circulation statement was ever yet obtained. The correspondence extends over a period of ten years, and the requisite circulation statement is, it will be observed, still as elusive as it was at the beginning of the decade.

TELLS PRESENT ISSUE, BUT MAKES NO YEARLY STATEMENT.

Nov. 14, 1893:

The paper has over 5,000 circulation. Our circulation is constantly increasing. While only a few over 4,000 ten or more months ago, constant additions have brought us up, and we are still growing. E. S. UFTON, Publisher.

SUGGESTS OFFERING A BRIBE, BUT MAKES NO YEARLY STATEMENT.

Feb. 14, 1895:

Have not had a circulation under 4,000 in years past. I would like to get in with the 5,000 list. I presume I can get over it by putting in a ten-dollar ad, which will probably be done.*

ASSERTS THAT HE HAS SENT A THREE-MONTHS' STATEMENT, WHICH, IF TRUE, IS NOT WHAT IS NEEDED.

Dec. 28, 1895:

Last year I asked to be rated "G." Then I sent you a three months' statement, asking still to be rated "G." E. S. UFTON, Publisher.

MAKES NO REPORT FOR FIVE YEARS, THEN REGISTERS A KICK, BUT SENDS NO REPORT.

June 21, 1901:

If you can't publish the correct circulation of the paper, then leave it out entirely.

J. H. NALL, Manager.

ASKS FOR A CORRECTION, BUT SENDS NO REPORT.

Dec. 18, 1901:

You have us wrongly quoted, kindly correct. J. H. NALL, Manager.

REFERS TO HIS RATING IN ANOTHER DIRECTORY, BUT SENDS NO REPORT.

Jan. 6, 1902:

The paper has had more than a thousand circulation for more than thirty years. Our circulation, as you will find it quoted in other directories, is 4,152. Hoping that you will make this correction. J. H. NALL, Manager.

ASKS FOR A CIRCULATION BLANK, BUT NEVER FILLS IT UP.

Dec. 29, 1902:

Kindly send us a blank. We wish to make you a complete statement of our circulation. J. H. NALL.

THINKS THE DIRECTORY UNFRIENDLY.

June 19, 1903:

You announce the *Southern Presbyterian* as having a circulation less than 1,000. I am told you have been making a similar announcement for several years. I am further told that you have been unfriendly towards the paper.

GEORGE SUMMEY,
Managing Editor.

The Directory editor asserts that

*The promised advertisement came, but it failed to get the paper into the coveted list, because no circulation statement was available to show the paper entitled to the place its publisher desired.

he cannot be either unfriendly or even friendly to anybody. He has to proceed upon a uniform plan that will fit all cases because without it no basis for a comparison of circulation would be possible. Whoever will furnish a signed statement of his actual output for a year showing the number printed of each issue and the average issue, aids the Directory work and gains the Directory editor's thanks. Such a statement, duly signed and dated, is always accepted as true until pretty strong evidence of its falsity is brought forward. In an unwillingness to furnish such a statement, exhibited year after year, the Directory editor's experience teaches him to suspect that the withholding of exact information exhibits a desire to conceal the true state of the case and thereby gain a more favorable rating than actual facts would warrant. This may lead the Directory editor to now and then injure his book by giving a rating lower than the paper might have if its business manager were more open and business like: but the Directory editor never does this unless he is misled, for it is his aim to make his book an authority that may be relied upon by those who spend their money for the purchase of advertising space in newspaper columns.

ADVERTISING is the electric spark that starts the business machine going and keeps it going.

ONE should be careful not to over-prune his advertisement after writing it. It is possible in this way to cut out of it all its life.

WALL street comes in for much animadversion from certain newspapers, yet Wall street sets an example in one virtue which publishers and advertisers would do well to emulate. This is, they give their word and they keep it. Strange as it may seem, business men there say just what they mean and no more. Gigantic operations are conducted upon individual pledges, with no security other than the promised word. Confidence is the basis of action there.

The Chicago

Record-Herald

gained in April, 1903,
over April, 1902,

Daily, - 5,653

Sunday, 48,734

Daily Average, April, 1903

160,160

Sunday Average, April, 1903

195,613

The only known Morning
and Sunday Circulation in Chicago!

\$1,000



\$1,000

Rowell's Directory is seldom wrong, and when so no one believes it is Rowell's fault. The Journal knows two ratings therein are wrong and will give \$1,000 to Rowell or to any other advertiser using The Journal, and one or both of the two other Milwaukee evening papers, if he or they can verify with the records the circulation ratings accorded those two papers in the last issue of the American Newspaper Directory. The Journal will accept as its representative the representative of the Association of American Advertisers, and agree to open its records without conditions.

THE JOURNAL COMPANY

S. B. SMITH,
30 Tribune Bldg., New York.

C. D. BERTOLET,
705-707 Boyce Bldg., Chicago, Ill.

THE NEWSPAPER SITUATION IN COLUMBUS.

To properly understand the newspaper situation in Columbus, Ohio, one must understand local conditions. The city claims a population close to 140,000 and there are 1,300,000 people within a radius of 50 miles. There are a dozen lines of railways, with a system of interurban electric lines piercing the neighboring sections for twenty-five miles or more. These facilities give quick transit for people, and afford means for the circulation of newspapers. The Columbus papers, however, do not absolutely "own" the territory within the fifty-mile radius; they have considerable outside competition. Cincinnati and Cleveland papers get to the Columbus district pretty early in the morning, the former papers especially being strong. They do not, however, in any sense compare in circulation with the Columbus papers, for the latter are up-to-date and enterprising.

In Columbus there is a larger percentage of American-born citizens than in many Eastern cities. The foreign element is principally German, and supports two daily papers in that language. The English papers number four. Columbus has grown to its present size without anything like a boom period, and values have been substantial for many years. There are many rich families, and a large percentage of well-to-do people. The majority of the heads of families own their own homes, and there is much pride concerning this tendency of the community. The houses are above the average, and there are many modern villas that would do credit to Pittsburg, Cleveland or the Walnut Hill district around Cincinnati.

Politically, the city of Columbus is more or less mixed, being at one period Democratic, another Republican. But Ohio being the great centre of American politics, Columbus, being the State Capital, is for nearly every month in the year a hot-bed of political turmoil. The English newspapers are Republican, with one exception, the *Evening Press*. The *Dispatch* (Evening), *Citizen* (Evening)

and *Ohio State Journal* (Morning) are Republican in politics.

As regards the statements of circulation as announced by these Columbus dailies, their rank is as follows: *Press* (sworn average for 1902), 24,989; *Dispatch* (claimed), 22,000; *Citizen* (claimed), 18,000; *Ohio State Journal* (claimed), 18,000.

To give the rank according to patronage and prestige, the standing to-day should be: *Dispatch*, *Press*, *Journal*, *Citizen*.

In the matter of rates, the *Press* and the *Dispatch* charge practically the same. In fact, there is only a small difference in the rates of the papers of Columbus, a cent a line being the widest range in the minimum price on annual daily contracts.

Just what points of advantage each paper possesses may be summarized about as follows:

The *Dispatch* has the "call" on all, because it has the prestige. It has long been popular, and has a consistent career. It has been a rather steady puller, and was, until the *Evening Press* assumed its present proportions, the accepted "best paper" in Columbus. As a matter of fact, it is all that it claims, and no one disputes its proud position, nor desires to. But the *Press* (which is the evolution of the old *Press-Post*) of to-day challenges the staid old *Dispatch* on several grounds. Granting the *Dispatch's* claims to quality and grade as a daily newspaper, it is, nevertheless, true that the *Press* has passed it in circulation. Opposed in politics, the *Press* has considerable advantage, having an exclusive Democratic clientele from which to draw in Columbus and Central Ohio. Being of the same political faith, there must be more or less duplication in the circulation of the three Republican papers, whereas the *Press* should be read practically by another set of readers altogether.

Between the *Citizen* and *Journal*, one an evening paper, the other a morning publication, it is probably wise to give the *Journal* the choice, owing to the fact that it is the only morning paper as against three evening papers. The *Citizen*, however, is not in any

(Continued on page 12.)

There is no better
value to reader
or advertiser than
The Mail & Express
at One Cent and
at its low rates for
advertising.

Largest circulation
in its class and its
class of readers
the best.

The Mail & Express
NEW YORK.

sense to be undervalued, for it is a popular and wholesome paper and there are many advertisers who use it as the second paper where but two are to be used.

With the facts before me, it seems reasonable, that the strongest combination in the Columbus field would be the *Press* and the *Dispatch*, and it wouldn't make much difference which is placed first. The *Press* proves a greater circulation by several thousand, but there is still the long reliability of the *Dispatch*. For every advertiser claiming better results from the *Dispatch*, another can be named who is doing the same thing in the *Press*.

Having thus given the truth of the Columbus situation, as I understand it, it is perhaps pertinent just here to indicate what is said of the Columbus field by the American Newspaper Directory. Beginning with the *Citizen*, it is credited with the actual circulation for 1902 of 17,942. This paper was established in 1899. The *Evening Dispatch*, established in 1871, is given a rating in 1902 yD. (exceeding 17,500). The *Evening Dispatch* makes no detailed circulation statement. The *Ohio State Journal* is credited with 12,988 in 1896, 13,282 in 1899, 14,189 in 1901 and 17,183 in 1902. The Sunday average for 1902 was 19,825. The *Press* was credited with 18,154 in 1896, 19,419 in 1897, 21,116 in 1901 and 24,989 in 1902. Thus it will be seen that the figures I have given above are very little at variance with those accorded by the American Newspaper Directory.

The *Evening Press* has been a constant champion of the people and has won many notable battles in their behalf. It is interesting here to recall a recent conversation held with Mr. Ellis O. Jones, editor and proprietor of the *Press*. In substance he said:

"Yes, we are at all times the champion of the people. You may recall that when the renewal of the Columbus Street Railway franchise was before our Council, the *Press*, single-handed and alone, made a fight that forced the Council to recede from the position it had taken, that of six tickets for a quarter and

transfers on nickels, to seven tickets for a quarter and transfers on tickets.

We brought Professor Bemis here, at our own expense, and held town meetings until we brought the city into a white heat. Of course, the owners of the street railways took exceptions to this, which is perfectly reasonable, for their pocketbooks were affected. But it was fortunate for the masses that there was a newspaper in Columbus published in the interests of the people. As a result, to-day thousands are riding at a three and a half cent fare, on which they receive transfers. In addition to being the only Democratic daily in Columbus and central Ohio, and the only important paper of the kind in the State outside of Cincinnati and Cleveland, the Columbus *Press* is deserving of consideration from all advertisers on account of the perfectly equipped plant it operates and the paid news service it daily presents. The *Press* stands flat-footed on its merits and asks no favors. The present management is satisfied with the results it has attained, and expects to continue along the lines that have prevailed during the past two years. They are carrying practically as much local business as any other Columbus paper, and at a higher rate."

When a man knows just what to advertise, half the battle is won.



"WELL WORTH LOOKING INTO."

EDUCATIONAL PERIODICALS.



The American Newspaper Directory catalogues no less than 362 newspapers and periodicals issued in the interests of education or of educational institutions. Of these 12 are published daily, 51 weekly, 14 bi-weekly, 16 semi-monthly, 237 monthly, 1 semi-quarterly, 9 bi-monthly and 22 quarterly. The circulations of these papers are generally small, yet one out of the list has credit for printing more than 100,000 copies and another with more than 40,000. Out of the entire list 117 are believed to issue more than 1,000 copies, and 34, or a little less than one in ten, are willing to tell how many copies they print with sufficient definiteness to entitle them to a circulation rating in Arabic figures. The Postoffice regulations specially favor publications that emanate from educational institutions, and as a consequence a large number of them are little more than advertising circulars, without regular subscribers.

At the extreme right of the name of each paper is set down the circulation rating accorded by the Directory. Where the rating is expressed in Arabic figures it is based upon a statement signed by the publisher or some one duly authorized to represent him. Where expressed by letter it indicates that no satisfactory statement of the actual issues was obtained by the Directory editor upon which a rating in plain figures could be based. The circulation figures and ratings do not represent the actual issue of the paper to-day, or this month, but the average for a full year that had wholly passed before the Directory went to press. The meanings of the letter ratings are explained by the key given at the end of the catalogue.

EDUCATION.

ALABAMA.....	Birmingham, Educational Exchange.....	Monthly	"EXL"
	Huntsville, Educator.....	Monthly	"EXL"
	Tuskegee, Student.....	Weekly	I
ARKANSAS.....	Little Rock, Arkansas School Journal.....	Monthly	I
	Texarkana, Educator.....	Monthly	2,016
CALIFORNIA.....	San Francisco, Western Journal of Education.....	Monthly	I
COLORADO.....	Denver, Colorado School Journal.....	Monthly	1,170
CONNECTICUT.....	Moriden, Connecticut School Journal.....	Weekly	"EXL"
DIST. OF COLUMBIA.....	Washington, Spare Time Study.....	Monthly	
FLORIDA.....	Brooksville, Southern Argus.....	Monthly	"EXL"
	Jacksonville, Florida School Exponent.....	Monthly	"EXL"
	Tallahassee, Southern School and Home.....	Monthly	
GEORGIA.....	Atlanta, Georgia Education.....	Monthly	"EXL"
	Atlanta, Southern Educational Journal.....	Monthly	I
IDAHO.....	Lewiston, Normal Review.....	Monthly	"EXL"
ILLINOIS.....	Bloomington, School and Home Education.....	Monthly	F
	Chicago, School Weekly.....		I
	Chicago, Child-Garden.....	Monthly	G
	Chicago, Educational Forum.....	Monthly	"EXL"
	Chicago, Elementary School Teacher.....	Monthly	G
	Chicago, Kindergarten Magazine.....	Monthly	H
	Chicago, Review of Education.....	Monthly	G

EDUCATION—Continued.

ILLINOIS.....	Chicago, Rostrum.....	Monthly	"TEL."
	Chicago, School Review	Monthly	G
	Chicago, School Science.....	Monthly	"TEL."
	Chicago, Teacher and School Board Journal.....	Monthly	"TEL."
	Danville, Inter-State School Review	Monthly	H
	Evanston, Correct English.....	Monthly	9,750
	Oakpark, Intelligence.....	Semi-m'ly	E
	Oakpark, Journal of Adolescence.....	Monthly	"TEL."
	Palmer, Teachers' and Students' Friend.....	Weekly	3,500
	Taylorville, School News and Practical Educator.....	Monthly	15,750
INDIANA	Brasil, Business University Journal.....	Quarterly	"TEL."
	Greenfield, Home and School Visitor.....	Monthly	
	Indianapolis, Inland Educator and Indiana School Journal	Monthly	E
	Marion, Teachers' Journal.....	Monthly	I
	Minco, College Student.....	Monthly	"TEL."
IOWA.....	Anamosa, Jones Co. Teacher.	Monthly	"TEL."
	Cedar Rapids, Western Penman.	Monthly	19,083
	Charles City, Iowa Teacher.....	Monthly	G
	Des Moines, Midland Schools.....	Monthly	4,300
	Dubuque, Dubuque County Schools.....	Monthly	"TEL."
	Dubuque, Iowa Normal Monthly.....		"TEL."
	McIntire, School Companion	Monthly	I
	Mason City, Rural Schools and Practical Education.....	Monthly	I
	New Hampton, Chickasaw Co. Teacher.....	Monthly	"TEL."
	Hutchinson, School and Fireside.....	Monthly	"TEL."
KANSAS.. ..	Topeka, Western School Journal.....	Monthly	8,116
	Danville, Kentucky Standard.....	Weekly	"TEL."
KENTUCKY... ..	Hodgensville, Professional Arrow	Monthly	"TEL."
	Hopkinsville, Colored Teacher.....	Monthly	"TEL."
	Lexington, Southern School Journal	Monthly	G
	Farmington, School World.....	Monthly	I
	Baltimore, Modern Language Notes.....	Monthly	"TEL."
MARYLAND.....	Baltimore, School and Fireside.....	Monthly	
	Baltimore, American Journal of Philology.....	Quarterly	"TEL."
	Easton, School Life.....	Monthly	
	Boston, Journal of Education.....	Weekly	I
	Boston, American Primary Teacher.....	Monthly	F
MASSACHUSETTS...	Boston, Education.....	Monthly	H
	Boston, Modern Methods in Elementary Education.....	Monthly	"TEL."
	Boston, Popular Educator.....	Monthly	E
	Boston, Primary Education.....	Monthly	B
	Boston, School Physiology Journal	Monthly	5,000
	Boston, Young Idea.....	Monthly	G
	Boston, Thinker	Bi-m'ly	"TEL."
	Cambridge, People.....	Quarterly	H
	Springfield, Kindergarten Review	Monthly	H
	Ann Arbor, Wolverine.....	Weekly	"TEL."
	Ann Arbor, School Record.....	Monthly	I
	Bay City, Observer.....	Monthly	"TEL."
	Detroit, Book-Keeper	Monthly	(± ±)
	Detroit, Home Study.....	Monthly	I
	Detroit, How to Write.....	Monthly	"TEL."
MICHIGAN.....	Detroit, Phono-Meter	Monthly	"TEL."
	Detroit, Business World	Bi-m'ly	
	Kalamazoo, Philanthropic Index and Review.....	Monthly	I
	Lansing, Moderator-Topics.....	Weekly	G
	Ypsilanti, Journal of Pedagogy	Quarterly	"TEL."
MINNESOTA.....	Minneapolis, Minnesota School Journal	Monthly	2,425
	Minneapolis, Practical Educator.....	Monthly	"TEL."
	Minneapolis, School Education.....	Monthly	G
	New Ulm, Luterische Schul-Zeitung	Bi-m'ly	"TEL."
	Red Wing, Our Schools.....	Monthly	
	St. Paul, Farm Student's Review.....	Monthly	2,458
	Winona, Journal of Geography.....	Monthly	2,375
	Winona, Winona Co. Teacher.....	Monthly	"TEL."
MISSISSIPPI	Brookhaven, Educator.....	Monthly	"TEL."
	Jackson, Mississippi School Journal.....	Monthly	"TEL."
MISSOURI.. ..	Chillicothe, Science of Government.....	Monthly	"TEL."

EDUCATION—Continued.

MISSOURI.....	Independence, School News.....	Monthly	"INK."
	Jefferson City, Missouri School Journal.....	Monthly	I
	Madison, School Bulletin.....	Monthly	"INK."
	St. Louis, American School and College Journal.....	Monthly	"INK."
	St. Louis, School Journal.....	Monthly	
NEBRASKA.....	Collegeview, Practical Educator.....	Monthly	"INK."
	David City, Public School.....	Monthly	"INK."
	Fremont, County Superintendent.....	Monthly	"INK."
	Lincoln, Nebraska Teacher.....	Monthly	5,100
	Minden, Educational Advance.....	Monthly	
	Santee Agency, Word Carrier.....	Monthly	"INK."
NEW JERSEY.....	New Egypt, New Jersey School Emblem.....	Monthly	"INK."
	Ringoes, Journal of Orthoepey.....	Monthly	"INK."
NEW YORK.....	Albany, American Education.....	Monthly	4,950
	Buffalo, Educator.....	Monthly	E
	Crown Point, Humane Christian Culture.....	Monthly	"INK."
	Danaville, Normal Instructor.....	Monthly	120,500
	Malone, Mentor.....	Monthly	"INK."
	Milford, Teachers' Gazette.....	Monthly	6,460
	New York—Manhattan and Bronx,		
	School.....	Weekly	D
	School Journal.....	Weekly	F
	Our Times.....	Semi-m'ly	C
	Business World.....	Monthly	I
	Educational Foundations.....	Monthly	F
	Educational Review.....	Monthly	I
	Mosher's Magazine.....	Monthly	I
	New Education.....	Monthly	H
	Penman's Art Journal.....	Monthly	E
	Practical Teacher.....	Monthly	G
	Primary School.....	Monthly	C
	Teachers' Institute.....	Monthly	C
	New York—Brooklyn,		
	Brooklyn Teacher.....	Monthly	G
	Port Leyden, Normal Teacher.....	Monthly	"INK."
	Rochester, Educational Gazette.....	Monthly	G
	Rome, Deaf Mutes' Register.....	Weekly	"INK."
	Syracuse, School Bulletin.....	Monthly	F
	Syracuse, Journal of Pedagogy.....	Quarterly	"INK."
NORTH CAROLINA.....	West Raleigh, Agricultural Education.....	Quarterly	2,950
NORTH DAKOTA.....	Lisbon, Westland Educator.....	Monthly	I
OHIO.....	Ada, University Herald.....	Weekly	"INK."
	Bellefontaine, Educational Sun.....	Monthly	1,500
	Cincinnati, School Life.....	Weekly	"INK."
	Cincinnati, National Humane Educator.....	Monthly	E
	Cincinnati, Public School Journal.....	Monthly	1,100
	Columbus, Ohio Educational Monthly.....		G
	Columbus, School Visitor.....	Monthly	I
	Green Camp, Educational Sun.....	Monthly	"INK."
	Norwalk, Teachers' Program.....	Monthly	I
	Oak Hill, Modern Progress.....	Monthly	
OKLAHOMA.....	Toledo, Complete Education.....	Monthly	"INK."
	Oklahoma, Oklahoma School Herald.....	Monthly	1,812
	Milton, Columbia Courier.....	Monthly	"INK."
OREGON.....	Salem, Oregon Teachers' Monthly.....		2,500
PENNSYLVANIA.....	Allentown, National Educator.....	Monthly	H
	Anrville, Pennsylvania Chautauquan.....	Bi-m'ly	"INK."
	Edinboro, Sunshine Magazine and Educational Independent.....	Weekly	20,442
	Harrisburg, School Gazette.....	Monthly	H
	Kittanning, Rural Teacher.....	Monthly	"INK."
	Lancaster, Pennsylvania School Journal.....	Monthly	G
	Williamsport, Home Guide.....	Monthly	H
	Williamsport, Teachers' Advocate.....	Monthly	G
RHODE ISLAND.....	Providence, Leader.....	Semi-m'ly	
SOUTH CAROLINA.....	Charleston, Drawing and Manual Training Journal.....	Monthly	"INK."
	Winnaboro, Carolina Teacher's Journal.....	Monthly	"INK."
SOUTH DAKOTA.....	Britton, Marshall Co. School News.....	Monthly	"INK."
	Madison, Normal Teacher.....	Monthly	"INK."

EDUCATION—Continued.

SOUTH DAKOTA.....	Millbank, School Messenger.....	Monthly	"INK."
	Mitchell, South Dakota Educator.....	Monthly	H
	Sioux Falls, Minnehaha Teacher.....	Monthly	"INK."
	Nashville, Olympian.....	Monthly	
TENNESSEE.....	Nashville, Progressive Teacher and Southwestern School Journal.....	Monthly	8,400
	Sewanee, Review.....	Quarterly	"INK."
	Austin, Texas School Journal.....	Monthly	I
TEXAS.....	Dallas, Texas School Magazine.....	Monthly	2,263
	Sealy, Southern Teacher.....	Monthly	
	Waco, Guardian.....	Monthly	"INK."
	Hampton, Southern Workman.....	Monthly	H
VIRGINIA.....	Orange, Oracle.....	Semi-m'ly	"INK."
	Richmond, Atlantic Educational Journal.....	Monthly	7,716
	Richmond, Virginia School Journal.....	Monthly	I
	Staunton, Goodson Gazette.....	Weekly	"INK."
	Colville, Stevens Co. School Bulletin.....	Quarterly	"INK."
WASHINGTON.....	Seattle, Northwest Journal of Education.....	Monthly	3,020
	Whatcom, School Bulletin.....	Monthly	"INK."
	Charleston, West Virginia School Journal.....	Monthly	H
WEST VIRGINIA.....	Madison, Wisconsin Journal of Education.....	Monthly	I
	Madison, Wisconsin Journal of Education.....	Monthly	E
WISCONSIN.....	Milwaukee, American Journal of Education.....	Monthly	H
	Milwaukee, American School Board Journal.....	Monthly	G
	Milwaukee, Catholic School Journal.....	Monthly	I
	Milwaukee, Mind and Body.....	Monthly	F
	Milwaukee, Western Teacher.....	Monthly	"INK."
	Sparta, Monroe Teacher.....	Monthly	I
	St. John, Educational Review.....	Monthly	"INK."
NEW BRUNSWICK, CAN.....	Toronto, Canadian Teacher.....	Semi-m'ly	I
	Toronto, Entrance.....	Semi-m'ly	"INK."
	Toronto, Canada Educational Monthly.....	Monthly	"INK."
QUEBEC, CAN.....	Quebec, Educational Record.....	Monthly	"INK."
	Quebec, L'Enseignement Primaire.....	Monthly	G

EDUCATIONAL INSTITUTIONS.

CALIFORNIA.....	Berkeley, Californian.....	Daily	"INK."
	Berkeley, Occident.....	Weekly	"INK."
	Berkeley, Magazine.....	Monthly	"INK."
	Berkeley, University Chronicle.....	Quarterly	"INK."
	Stanford University, Palo Alto.....	Daily	"INK."
	Stanford University, Sequoia.....	Weekly	"INK."
	Stanford University, Alumnus.....	Monthly	"INK."
	Hartford, Hartford Seminary Record.....	Quarterly	"INK."
CONNECTICUT.....	New Haven, Yale Daily News.....		"INK."
	New Haven, Yale Alumni Weekly.....		5,749
	New Haven, Yale Courant.....	Bi-weekly	"INK."
	New Haven, Yale Record.....	Bi-weekly	"INK."
	New Haven, Yale Law Journal.....	Monthly	"INK."
	New Haven, Yale Literary Magazine.....	Monthly	"INK."
	New Haven, Yale Medical Journal.....	Monthly	"INK."
	New Haven, Yale Scientific Monthly.....		"INK."
	New Haven, Yale Review.....	Quarterly	"INK."
	Washington, University.....	Weekly	"INK."
DIST. OF COLUMBIA.....	Washington, Catholic University Bulletin.....	Quarterly	I
	Bloomington, Wesleyan Argus.....	Weekly	"INK."
	Chicago, University Record.....	Weekly	"INK."
	Chicago, Western College Magazine.....	Monthly	"INK."
ILLINOIS.....	Evanston, Northwestern.....	Weekly	"INK."
	Brazil, Business University Journal.....	Quarterly	"INK."
	Crawfordville, Union.....	Monthly	"INK."
	Hanover, Crowe.....	Monthly	"INK."
INDIANA.....	Notre Dame, Scholastic.....	Weekly	1,450
	Des Moines, Delphic.....	Monthly	"INK."
	Grinnel, Unit.....	Monthly	"INK."
	Indianola, Simpsonian.....	Monthly	"INK."
IOWA.....	Pella, Central Ray.....	Monthly	"INK."
	Baldwin, Baker Orange.....	Weekly	"INK."
	Holton, University Informer.....	Monthly	"INK."
	Manhattan, Jayhawker.....	Semi-q'ly	"INK."
KANSAS.....			

EDUCATIONAL INSTITUTIONS—Continued.

LOUISIANA.....	Homer, Homer Seminary Review.....	Monthly	"ENL."
	New Orleans, Tulane University Magazine.....	Monthly	"ENL."
MAINE.....	Brunswick, Bowdoin Orient.....	Weekly	"ENL."
	Orono, Campus.....	Monthly	"ENL."
MARYLAND.....	Baltimore, Johns Hopkins University Studies in Historical and Political Science.....	Monthly	"ENL."
	Lutherville, Maryland Collegian.....	Monthly	"ENL."
MASSACHUSETTS.....	Amherst, Student.....	Weekly	"ENL."
	Amherst, College Signal.....	Semi-m'y	"ENL."
	Amherst, Literary Monthly.....	"ENL."	"ENL."
	Boston, Harvard Monthly.....	"ENL."	"ENL."
	Boston, Harvard Graduate's Magazine.....	Quarterly	I
	Cambridge, Harvard Crimson.....	Daily	"ENL."
	Cambridge, Harvard Advocate.....	Bi-w'y	"ENL."
	Cambridge, Harvard Lampoon.....	Bi-w'y	"ENL."
	Cambridge, Harvard Law Review.....	Monthly	I
	Chicopee, Rambler.....	Monthly	"ENL."
	Wellesley, College News.....	Weekly	"ENL."
	Wellesley, Wellesley Magazine.....	Monthly	"ENL."
	Williamstown, Williams Weekly.....	"ENL."	"ENL."
	Williamstown, Williams Literary Monthly.....	"ENL."	"ENL."
MICHIGAN.....	Worcester, Journal of the Worcester Polytechnic Institute.....	Bi-m'y	"ENL."
	Ann Arbor, Michigan Daily News.....	"ENL."	"ENL."
	Ann Arbor, Wolverine.....	Weekly	"ENL."
	Ann Arbor, Wrinkle.....	Bi-weekly	"ENL."
	Ann Arbor, Michigan Alumnus.....	Monthly	3,700
MINNESOTA	Ann Arbor, Dental Journal.....	Bi-m'y	"ENL."
	Collegeville, St. John's University Record.....	Monthly	"ENL."
	Hamline, Oracle.....	Semi-m'y	"ENL."
	Northfield, Carletonia.....	Semi m'y	"ENL."
MISSISSIPPI	Northfield, Manitou Messenger.....	Monthly	"ENL."
	Clinton, Mississippi College Magazine.....	Monthly	"ENL."
NEBRASKA.....	Lincoln, Hesperian.....	Daily	"ENL."
NEVADA.....	Reno, Student Record.....	Semi-m'y	"ENL."
NEW HAMPSHIRE.....	Hanover, Dartmouth.....	Weekly	I
	Hanover, Dartmouth Literary Monthly.....	"ENL."	"ENL."
NEW JERSEY.....	Blairstown, Blair's Hall Breeze.....	Monthly	"ENL."
	Hoboken, Stevens Institute Indicator.....	Quarterly	1,218
	Princeton, Princetonian.....	Daily	"ENL."
	Princeton, Alumni Weekly.....	"ENL."	1,811
	Princeton, Tiger.....	Bi-weekly	"ENL."
	Princeton, Nassau Literary Magazine.....	Monthly	"ENL."
	Trenton, Silent Worker.....	Monthly	"ENL."
	Claverack, Vidette.....	Monthly	"ENL."
NEW YORK.....	Clinton, Hamilton Literary Magazine.....	Monthly	"ENL."
	Clinton, Houghton Record.....	Quarterly	"ENL."
	Corning, Stator.....	Monthly	"ENL."
	Geneva, Hobart Herald.....	Monthly	"ENL."
	Hamilton, Madisonensis.....	Bi-weekly	"ENL."
	Ithaca, Cornell Sun.....	Daily	"ENL."
	Ithaca, Cornell Era.....	Weekly	"ENL."
	Ithaca, Widow.....	Bi-weekly	"ENL."
	Ithaca, Cornell Magazine.....	Monthly	"ENL."
	Ithaca, Sibley Journal of Engineering.....	Monthly	"ENL."
	New York—Manhattan and Bronx, Columbia Spectator.....	Daily	1,044
	High School Bulletin.....	Weekly	"ENL."
	Triangle.....	Weekly	"ENL."
	Columbia Literary Monthly.....	"ENL."	"ENL."
	Columbia University Quarterly.....	"ENL."	3,600
	School of Mines Quarterly.....	"ENL."	"ENL."
	New York—Brooklyn, Polytechnic.....	Monthly	"ENL."
	Niagara University, Niagara Index.....	Semi-m'y	"ENL."
NORTH CAROLINA...	Rochester, Campus.....	Weekly	"ENL."
	Rochester, Industrial School Advocate.....	Monthly	"ENL."
	Troy, Polytechnic.....	Monthly	"ENL."
	Durham, South Atlantic Quarterly.....	"ENL."	"ENL."

EDUCATIONAL INSTITUTIONS—Continued.

NORTH CAROLINA...	Gulford College, Guilford Collegian.....	Monthly	"ENL"
NORTH DAKOTA.....	University, Student.....	Monthly	"ENL"
OHIO.....	Akron, Buchtelite.....	Bi-weekly	"ENL"
	Cincinnati, McMicken Review.....	Monthly	"ENL"
	Cincinnati, Sentinel.....	Monthly	"ENL"
	Cleveland, Adelbert.....	Monthly	"ENL"
	Cleveland, Western Reserve Law Journal.....	Monthly	"ENL"
	Delaware, Ohio Wesleyan Transcript.....	Weekly	"ENL"
	Gambler, Kenyon Collegian.....	Monthly	"ENL"
	Hiram, Hiram College Advance.....	Semi-m'y	"ENL"
	Lancaster, Boys' Industrial School Journal.....	Weekly	"ENL"
	Westerville, Otterbien Aegis.....	Monthly	"ENL"
PENNSYLVANIA.....	Allegheny, Western University Courant.....	Monthly	"ENL"
	Beaver Falls, Geneva Cabinet.....	Monthly	"ENL"
	Carlisle, Forum.....	Monthly	"ENL"
	Easton, Lafayette.....	Weekly	"ENL"
	Easton, Touchstone.....	Monthly	"ENL"
	East Stroudsburg, Normal Echoes.....	Monthly	"ENL"
	Edgewood Park, Western Pennsylvanian.....	Semi-m'y	"ENL"
	Greenville, Thielensian.....	Monthly	"ENL"
	Huntingdon, Juniata Echo.....	Monthly	"I
	New Wilmington, Holcad.....	Monthly	"ENL"
	Philadelphia, Pennsylvanian.....	Daily	"ENL"
	Philadelphia, Mt. Airy World.....	Bi-weekly	"ENL"
	Philadelphia, Alumni Register.....	Monthly	"H
	Philadelphia, Journal of the Franklin Institute.....	Monthly	"ENL"
	Philadelphia, University of Pennsylvania Medical Bulletin.....	Monthly	"ENL"
	Selinsgrove, Susquehanna.....	Monthly	"ENL"
	South Bethlehem, Brown and White.....	Weekly	"ENL"
RHODE ISLAND.....	Providence, Brown Herald.....	Daily	"ENL"
	Providence, Brown Alumni Monthly.....		2,000
	Westerly, Senior.....	Semi-m'y	"ENL"
SOUTH DAKOTA.....	Rapid City, Aurum.....	Monthly	"ENL"
	Vermillion, Volante.....	Weekly	"ENL"
TEXAS.....	Austin, Lone Star Weekly.....		"ENL"
	Waco, Paul Quinn Weekly.....		"ENL"
	Waxahachie, Trinitonian.....	Monthly	"ENL"
UTAH.....	Salt Lake City, University Chronicle.....	Weekly	"ENL"
VERMONT.....	Bakersfield, Bugle (every three weeks).....		"ENL"
	Middlebury, Undergraduate.....	Monthly	"ENL"
VIRGINIA.....	Charlottesville, University of Virginia Magazine.....	Monthly	"ENL"
	Hampden-Sidney, Hampden-Sidney Magazine.....	Monthly	"ENL"
	Lynchburg, Alumni Bulletin.....	Quarterly	"ENL"
	Staunton, Goodson Gazette.....	Monthly	"ENL"
WASHINGTON.....	Pullman, Evergreen.....	Weekly	"ENL"
WISCONSIN.....	Madison, Cardinal.....	Daily	"ENL"
	Madison, Wisconsin Engineer.....	Quarterly	"ENL"
MANITOBA, CAN.....	Winnipeg, Silent Echo.....	Bi-m'y	"ENL"
NEW B'WICK, CAN.....	Fredericton, University Monthly.....		"ENL"
	Sackville, Argosy.....	Monthly	"ENL"
NOVA SCOTIA, CAN.....	Wolfville, Acadia Athenaeum.....	Monthly	"ENL"
ONTARIO, CAN.....	Kingston, Queens Quarterly.....		3,125
	Toronto, Varsity.....	Weekly	"ENL"
	Toronto, Trinity University Review.....	Monthly	"ENL"
	Whitby, Sunbeam.....	Monthly	"ENL"
QUEBEC, CAN.....	Montreal, Presbyterian College Journal.....	Monthly	"ENL"
DEAF, DUMB AND BLIND.			
COLORADO.....	Colorado Springs, Colorado Index.....	Weekly	"ENL"
DIST. OF COLUMBIA.....	Washington, American Annals of the Deaf.....	Bi-monthly	1,100
INDIANA.....	Indianapolis, Silent Hoosier.....	Bi-weekly	"ENL"
IOWA.....	Grinnell, Indicator.....	Bi-weekly	"ENL"
KANSAS.....	Olathe, Kansas Star.....	Weekly	"ENL"
LOUISIANA.....	Baton Rouge, Louisiana Pelican.....	Semi-m'y	"ENL"
MARYLAND.....	Frederick, Maryland Bulletin.....	Bi-weekly	"ENL"
MICHIGAN.....	Flint, Michigan Mirror.....	Weekly	"ENL"
NEBRASKA.....	Omaha, Eye.....	Weekly	"ENL"
NEW JERSEY.....	Trenton, Silent Worker.....	Monthly	"ENL"

DEAF, DUMB AND BLIND—Continued.

NEW YORK.....	Malone, Mentor.....	Monthly	"JKL"
	New York—Manhattan and Bronx, Deaf Mutes' Journal.....	Weekly	
	New York—Brooklyn, Catholic Deaf Mute.....	Monthly	I
	Roma, Deaf Mutes' Register.....	Monthly	"JKL"
PENNSYLVANIA.....	Edgewood Park, Western Pennsylvanian.....	Semi-m'ly	"JKL"
	Philadelphia, Mt. Airy World.....	Bi-weekly	"JKL"
TEXAS.....	Austin, Lone Star Weekly.....		"JKL"
VIRGINIA.....	Staunton, Goodson Gazette.....	Weekly	"JKL"
MANITOBA, CAN.....	Winnipeg, Silent Echo.....	Bi-m'ly	"JKL"

KEY-TO LETTER RATINGS.

Exceeding forty thousand, - - - - -	B
Exceeding twenty thousand, - - - - -	C
Exceeding seventeen thousand five hundred, - - - - -	D
Exceeding twelve thousand five hundred, - - - - -	E
Exceeding seven thousand five hundred, - - - - -	F
Exceeding four thousand, - - - - -	G
Exceeding twenty-two hundred and fifty, - - - - -	H
Exceeding one thousand, - - - - -	I
Less than one thousand, - - - - -	JKL

The average issue of the paper having the J K L rating is supposed to be less than one thousand copies, which is the advertiser's unit of value.

It is explained on the outside first cover of the Directory, in gold letters surrounded with a gold border, that

LETTER RATINGS ARE GIVEN ONLY TO PAPERS THAT WILL NOT OR DO NOT FURNISH INFORMATION UPON WHICH AN EXACT AND DEFINITE RATING MAY BE BASED.

When no circulation rating is given either by letter or figures it is because the publication is new and its circulation not yet upon an established basis.

NO TRUE GENTLEMAN WILL HIT A TRUST WHEN IT IS DOWN.

I have noticed that if a great corporation spends money in the newspapers to create a demand for a legitimate article, and a matter of news helpful to that company happens to come under the editor's notice, he often takes special pains to cut out of it any reference which could be helpful to the company in question; while if some competitor who never spends any money in the newspapers and never expects to spend any, comes along and calls the advertiser a "Trust," he will be given space and liberal advertising by reason of the effort to score the corporation that is paying the newspaper large sums of money. Speaking generally the word "Trust" is used not because of necessity, but with deliberate intent to cast disgrace upon the corporation to which it refers. When our firm places an advertisement of the Standard Oil Company, the American Tin Plate Company or the National Biscuit Company, there is no question whatever in the business department of the newspaper when rendering us bills as to what title they shall use. Invariably the name of the company is written precisely as it appears in the advertising and under which it has been incorporated. Is there any rule of right or reason why,

when reference to this same company is transferred from the business to the editorial department, its corporate and right name shall be thrust to one side and a term of opprobrium be used instead? What possible harm could come to any honest editorial if the proper name was used? And can such use of the word "Trust" be accounted for in any other way than because of a desire on the part of the writer to prejudice the public, or to appeal to unworthy motives?

Again, is there any reason why the editors of a newspaper should not use the same care to investigate the truth of an article referring to these great corporations, that they would if it referred to an individual? If, at every newspaper office in the country an absolute rule was put in force to-morrow that all news or editorial matter pertaining to these great industrial combinations should be censored on precisely the same basis that would be used in the case of John Wanamaker or Marshall Field & Co. or Jordan, Marsh & Co., one-half of the anti-trust items that now appear would be consigned to the waste basket.—Mr. H. N. Kinney before American Newspaper Publishers.

SIMPLICITY is the result of using simple words in simple sentences.

WEEKLY AD CONTEST

TWENTY-NINTH WEEK

For the purpose of fostering an ambition to produce good advertisements, retail and others — PRINTERS' INK conducts this weekly contest.


Any reader or person may send an ad which he or she notices in any newspaper for entry.

Reasonable care should be exercised to send what seem to be good advertisements. Each week one ad will be chosen which is thought to be superior to any other submitted in the same week. The ad so chosen will be reproduced in PRINTERS' INK, if possible, and the name of the sender, together with the name and date of the paper in which it had insertion, will also be stated. A coupon, good for a year's subscription to PRINTERS' INK, will be sent to the person who sends the best ad each week. Advertisements coming within the sense of this contest may be taken from any periodical, and they should preferably be announcements of some retail business, including bank ads, real estate ads, druggists' ads, etc. Patent medicine ads are barred. The sender must give his own name, the name and date of the paper in which the ad had insertion. All advertisements submitted for this purpose must be addressed WEEKLY AD CONTEST, *Care Editor* PRINTERS' INK, 10 Spruce Street, New York.

In response to the competition announced here seventy-four advertisements were received in time for report in this issue. The one reproduced on the opposite page was deemed best of all submitted. It was sent in by W. P. Bottolfson, of Winona, Minn., and it appeared in the Milwaukee *Sentinel* of June 21, 1903. A coupon as provided in the conditions of the contest was mailed to Mr. Bottolfson. The other seventy-three advertisements appeared in the following forty-six periodicals:

Philadelphia, Pa., Ladies' Home Journal.
Chicago, Ill., Orange Judd Farmer.
Chicago, Ill., Dairy and Creamery.
San Francisco, Cal., Sunset.
Philadelphia, Pa., Bulletin.
New York City, American Electrician.
Philadelphia, Pa., Ledger.
Memphis, Tenn., News.
Bedford, Ind., Democrat.
New York City, Sun.
Connellsville, Pa., Courier.
Chicago, Ill., Tribune.
New York City, Printers' Ink.
Brockville, Ont., Recorder.
London, Eng., Advertising World.
New York City, Success.
St. Catharines, Ont., Standard.
Saginaw, Mich., Evening News.
Traverse City, Mich., Eagle.
Ithaca, N. Y., Journal.
New York City, Evening Journal.
Norwich, Conn., Bulletin.
Rochester, N. Y., Express.
Los Angeles, Cal., Express.
St. Louis, Mo., Weekly Globe Democrat.
Sacramento, Cal., Bee.
Troy, N. Y., Press.
Cincinnati, Ohio, Post.
Murray, Ky., Ledger.
Sacramento, Cal., Record-Union.
San Francisco, Cal., Examiner.
New Haven, Conn., Mother's Journal.
Stevens Point, Wis., Journal.
Woodstock, Ont., Express.
Los Angeles, Cal., Herald.
Keene, N. H., Sentinel.
Philadelphia, Pa., Inquirer.
Chicago, Ill., News.
Cleveland, Ohio, Plain Dealer.
Lake Park, Ill., News.
Buffalo, N. Y., Times.
Ashland, Ky., Independent.
Kalamazoo, Mich., Telegraph.
Milwaukee, Wis., Journal.
Norfolk, Va., Dispatch.
Toronto, Ont., Daily Star.

Mr. Bottolfson is the advertising manager and manager of sales of the Bay State Milling Co., Winona, Minn. The managing editor of PRINTERS' INK would like to see a still wider range of country covered wherefrom advertisements are sent to take part in the contest. He would be pleased to have publishers send in the names of retail advertisers, who might be interested in reading the Little Schoolmaster. To such sample copies will be mailed free. Help the dealer to create an interest in intelligent advertising and you will surely help your own advertising patronage.



**When
Shall we take
You out to**

PROSPECT HILL

to show you what others have done, and what you can do with the rent money that now benefits your landlord only? We advance the money, buy the lot, build the house, and give you possession of it. While you are paying for it on easy monthly installments your property is rapidly increasing in value, and when the last payment is made you will find that you not only possess a home of your own, but have greatly profited by a wise investment.

Prospect Hill offers you every natural advantage of convenient location, beautiful surroundings, and numerous "exclusive" features. Indeed, every Prospect Hill home is equipped with artificial improvements—baths, gas, water and permanent street.

Improvements have been installed and paid for, and the property is forever exempt from special taxes. No other plan of real-estate security offers more attractions for home making in America.

Consider this carefully. Call at our office and let us explain to you every detail of the plan that will make it easy for you to become an owner in

"The Place of Beautiful Homes"



HACKETT & HOFF, EAST WATER & MICHIGAN STS.

PRIZE AD, 29TH WEEK.

CIGAR STORE.

We will say that the store is located in a fair sized city. It is a store with some pretensions to handling complete stocks of cigars, tobaccos, pipes, jars and the rest of what are called smoker's articles. We will leave newspaper advertising out of the question and simply make up a list of some five hundred men whose trade this store thinks itself entitled to by reason of its service. Best way to reach these men is, of course, through the mails, at least once a month, though every two weeks is better if the appropriation will permit of it. A booklet first, giving a general idea of the stock, brief description and prices. Besides sending this booklet to the regular list, it ought to be a sort of a stock piece, something that can be handed to a man in place of a business card. Let us follow this booklet with a little folder, "Tobacco Talk," "What goes into your pipe," or something of that sort. Tell about the different kinds of tobacco you have, their special characteristics, to what sort of taste each kind is likely to appeal, and quote prices. It's the sort of information smokers like. Let

cigars be the subject of another folder; tell about the different brands, how they're made, which appeals to which kind of taste, and quote prices. An interesting talk can be made on pipes, from the clay up to the fine meerschau, telling about their different qualities and quoting prices; giving, maybe, a hint on the care of pipes, cleaning, etc. The "smoker's articles" would come in for a special piece of advertising. There are a lot of little conveniences that smokers don't really know enough about and the giving of such information should be profitable. Talk about smoker's sets, tobacco jars, cigar cases, tobacco pouches, pipe racks, pipe cleaners and the little odds and ends. Then there is special advertising to clubs, college students (if there happens to be a college near you) and the like specific classes. There should, of course, be strong holiday advertising about cigars by the box, and the smoker's articles, which come in for a large share of consideration as gifts. Taking these suggestions as a basis, it should be possible to plan a profitable campaign of advertising for a cigar and tobacco store.—*The Advertising World*,

A Roll of Honor

NOTE.—Advertisements under this caption are accepted from publishers who, according to the 1903 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded by the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (C), the so-called gold marks, denoting superior excellence in quality of circulation. (C) Announcements under this classification, if entitled as above, cost 30 cents per line under a YEARLY contract, \$30.50 for a full year, 10 per cent discount if paid wholly in advance.

ALABAMA.

Birmingham. Birmingham News. Daily average for 1902, 16,488 (34). First four months 1902, 16,998; April, 1902, 17,512 guaranteed.

Birmingham. Ledger. daily. Average for 1902, 18,980 (34). E. Katz, Special Agent, N. Y.

Montgomery. Advertiser. Advertiser Co. Average circulation for 1902, guaranteed, daily 10,490 (C), weekly 12,841, Sunday 14,625 (40).

ARIZONA.

Phoenix. Republican. Daily average for 1902, 5,880 (47). Logan & Cole Special Agency, N. Y.

CALIFORNIA.

Fresno. Morning Republican, daily. Average for 1902, 4,644 (77). E. Katz, Special Agent, N. Y.

Oakland. Tribune, daily. Average for 1902, 9,958 (78). E. Katz, Special Agent, New York.

San Francisco. Argonaut, weekly. Average for 1902, 15,165 (81). E. Katz, Special Agent, N. Y.

San Francisco. Bulletin. R. A. Crothers. Av. for 1902, daily 49,189, Sunday 47,802 (80).

San Francisco. Call, d'y and S'y. J. D. Spreckels. Av. for 1902, d'y 60,885, S'y 71,584 (80).

COLORADO.

Denver. Post, daily. Post Printing and Publishing Co. Average for 1902, 82,171 (97).

CONNECTICUT.

Hartford. Times, daily. W. O. Burr. Average for 1902, 16,172 (111).

New Haven. Palladium, daily. Average for 1902, 2,300 (114). E. Katz, Special Agent, N. Y.

New Haven. Union. Av. for 1902, d'y 15,881, S'y 8,595 (114). E. Katz, Special Agent, N. Y.

New London. Day, evg. Av. 1902, 5,198 (115). First four months 1902, 5,472. April, '02, 5,823.

Norwich. Bulletin, weekly. Bulletin Co., publishers. Average for 1902, 4,659 (116).

DISTRICT OF COLUMBIA.

Washington. Ev. Star, daily. Ev. Star Newspaper Co. Average for 1902, 22,749 (C) (122).

National Tribune. weekly. McElroy & Shoppell. Average for 1902, 104,599 (123).

FLORIDA.

Jacksonville. Metropolis, daily. Average for 1902, 7,918 (126). E. Katz, Special Agent, N. Y.

Pensacola. Journal, daily, every morning except Monday. Average for 1902, 2,441 (131).

ILLINOIS.

Calre. Citizen, weekly. Citizen Co. Year ending Dec., 1902, no issue less than 1,000 (161).

Chicago. Bakers' Helper, monthly. H. R. Clisoid. Average for 1902, 4,050 (C) (177).

Chicago. Breeders' Gazette, stock farm, weekly. Sanders Pub. Co. Average for 1902, 60,052 (167). Average first 25 weeks, 1902, 66,740.

Chicago. Grain Dealers Journal, s.-mo. Grain Dealers Journal. Av. for 1902, 4,416 (C) (175).

Chicago. Irrigation Age, monthly. D. H. Anderson. Average for 1902, 14,166 (181).

Chicago. Live Stock Report, weekly. John Clay, Jr. Average for 1902, 16,860 (171). For the first three months of 1902, 17,440.

Chicago. New Thought, monthly, 50c. a year. Ella Wheeler Wilcox, editor. Average year ending January, 1903, 29,289 (183). Since January, 1903, New Thought prints over 100,000 monthly.

Chicago. Record-Herald. Average for 1902, daily 159,424, Sunday 171,816 (166).

Chicago. Tribune, daily. Tribune Co. In 1902, YA (C) (165).

East St. Louis. Poultry Culture, mo. Poultry Culture Pub. Co. Average 1902, 6,875 (193). Average first six months 1902, 10,525.

INDIANA.

Evansville. Journal-News. Av. for 1902, d'y 11,910, S'y 11,508 (244). E. Katz, Sp. Agt., N. Y.

Goshen. Cooking Club, monthly. Average for 1902, 25,501 (247). A persistent medium, as housewives keep every issue for daily reference.

Muncie. Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,469, S'y 16,885 (260).

Princeton. Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,820 (364).

IOWA.

Burlington. Hawk-Eye, daily. J. L. Waite. Average for 1902, 6,812 (285).

Des Moines. Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (294).

Des Moines. News, daily. Des Moines News Co. Average for 1902, 87,118 (293).

Sheldon. Sun, d'y and w'y. H. A. Carlson. Average for 1902, d'y 486, w'y 2,544 (323).

Shenandoah. Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 3,681 (323).

Sioux City. Journal, daily. Perkins Bros. Co. Average for 1902, 16,964 (324). Over 19,000 daily guaranteed for 1903. Rank's first and best in its wide field in the Northwest.

KANSAS.

Atchison. Globe, daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1903, or receipt any advertising bill.

Hutchinson. News, d'y and w'y. W'y. during 1902, no issue less than 1,500 (346). E. Katz, N. Y.

Wichita. Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (364). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cloverport. Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,248 (368).

Lexington. Leader. Av. for 1902, d'y 8,728, w'y 2,868, S'y 4,008 (373). E. Katz, S. A., N. Y.

LOUISIANA.

New Orleans. Louisiana Planter and Sugar Mfr, w'y. In 1902 no issue less than 2,000 (387).

MAINE.

Augusta. Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,125 (391).

A Roll of Honor—Continued.

Bangor, Commercial d'y and w'y. J. P. Baas & Co. Average d'y for 1902, 7,846, w'y 29,012 (392).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (300), weekly 15,255 (300) (395).

Phillips, Maine Woods, weekly. J. W. Brackett. Average for 1902, 5,416 (397).

Portland, Evening Express. Average for 1902, daily 11,151, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore, Farmers' and Planters' Guide, m'y. Geo. O. Gover. Av. for 1902, 18,827 (403).

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,558 (402).

MASSACHUSETTS.

Boston, Evening Transcript (300) (412) Boston's tea table paper. Largest amount of week-day ad.

Boston, Globe, average for 1902: Daily, 196,579; Sunday, 276,296 (412-413). Largest circulation in New England. Advertisements go in morning and afternoon editions for one price.

Post, daily. Average for 1902, 174,178 (415). Largest p. m. or a. m. sale in New England.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1903, 20,541 (425).

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,791 (426).

Salem, Little Folks, mo., juvenile. S. E. Cassino. Average for 1902, 75,250 (434).

Springfield, Good Housekeeping, mo. Avg. for 1902, 102,666 (436). For year end, April, 1903, 119,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

MICHIGAN.

Adrian, Telegram, daily. D. W. Grandon. Av. for 1902, 1,270 (440). Av. first 4 mths. in 1903, 3,560.

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (459).

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (450).

Saginaw, Evening News, daily. Average for 1902, 9,848 (473). First five months 1903, 10,351.

MINNESOTA.

Minneapolis, Farmer's Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (456).

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,628 (460).

Minneapolis, N. W. Agriculturist, s.-mo. Feb., 1903, 78,168 (498). 75,000 guar'd. 35c.agate line.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (300) (497).

Minneapolis, Srenska Amerikkanska Posten, weekly. Swan J. Turnblad, publisher. Average for 1902, 47,075 (497).

Minneapolis, Tribune, daily. W. J. Murphy, publisher. Average for 1902, 66,878 (496).

Minneapolis, Tribune, Sunday. W. J. Murphy, publisher. Average for 1902, 56,850 (496).

St. Paul, News, daily. B. D. Butler. Average for 1902, 30,619 (500).

Winona, Republican and Herald, daily. Average 1902, 8,202 (512). Av'ge past 6 months, 4,007.

MISSOURI.

Joplin, Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,876, weekly 161,109 (541).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., 1902, 9,187 (542). Av. 6 mos. 1903, 9,893.

Kansas City, World, daily. World Publishing Co. Average for 1902, 62,078 (542).

St. Joseph, Medical Herald, monthly. Medical Herald Co. Average for 1902, 7,475 (567).

St. Joseph, 300 S. 7th St., Western Fruit Grower, m'y. Aver. for 1902, 22,287 (567). Rate 15c. per line. Circulation 30,000 copies guaranteed.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 22,055 (563).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 909,833. Actual proven average for first 5 months in 1903, 1,115,760. Every issue "OVER" one million copies. Largest EVERY issue circulation of any publication in the world.

MONTANA.

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,191 (572).

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,924 (574). Average January 1st to May 31st, 1903, 10,309.

NEBRASKA.

Lincoln, Deutch-American Farmer, weekly (590). Average for year end, April 30, '03, 144,554.

Lincoln, Freie Presse, weekly (590). Average for year ending April 30, '03, 144,554.

Omaha, News, daily. Daily News Publishing Co. Average for 1902, 32,777 (594).

NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (608).

Letith & Stuart, N. Y. Rep., 150 Nassau St.

NEW JERSEY.

Elmer, Times, weekly. S. P. Foster. Average for 1902, 2,035 (616).

Jersey City, Evening Journal, daily. Evening Journal Assoc'n. Average for 1902, 17,532 (619).

New Market, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,041 (623).

NEW YORK.

Albany, Journal, evening. Journal Co. Average 1902, 16,109 (634); present, 15,297.

Albany, Times-Union, every evening. Establ. 1856. Average for 1902, 25,294 (630).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 16,591 (635).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,818, evening 26,401 (641).

Elmira, Ev'g Star. Av. for 1902, 8,255 (651). Guaranteed by affidavit or personal investigation.

Letith & Stuart, N. Y. Rep., 150 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 8,116 (626).

Letith & Stuart, N. Y. Rep., 150 Nassau St.

Newburgh, News, d'y. Av. for 1902, 4,257 (666). Guaranteed by affidavit or personal investigation.

New York City.

American Machinist, w'y, machine construe. (Also European ed.) Av. 1902, 18,561 (300) (670).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 62 Trinity pl. Av. for 1902, 5,532 (667).

Automobile Magazine, monthly. Automobile Press. Average for 1902, 8,750 (686).

Bensinger's Magazine, family monthly. Bensinger Bros. Average for 1902, 25,479 (686).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,532 (687).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 909,833 (687).

A Roll of Honor—Continued.

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 26,244 (66) (673).

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,912 (66) (674).

Engineering and Mining Journal, weekly. Est. 1863. Average 1902, 10,009, (66) (674).

Forward, daily. Forward Association. Average for 1902, 81,709 (667).

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 6,650 (679).

Printers' Ink, weekly. A journal for advertisers, \$3.00 per year. Geo. P. Howell & Co. Est. 1886. Average for 1902, 18,937 (679).

The Central Station, monthly. H. C. Cushing, Jr. Av. for year ending May, 1902, 2,495 (687).

The Iron Age, weekly, established 1855 (66) (678). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 20, 1901,
"by Printers' Ink, the Little
"Schoolmaster in the Art of
"Advertising, to The Iron Age,
"that paper, after a canvass-
"ing of merits extending over
"a period of ten months, hav-
"ing been pronounced the one trade paper in the
"United States of America that, taken all in all,
"renders its constituency the best service and best
"serves its purpose as a medium for communica-
"tion with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher, 1902 A (66) (669).

Rochester, Case and Comment, mo. Law. Av. for 1902, 20,000 (715); 4 years' average, 30,136.

Schenectady, Gazette, daily. A. N. Liecny. Average for 1902, 9,097 (718). Average for three months ending April, 1903, 10,536.

Utica, National Electrical Contractor, mo. Average for 1902, 2,293 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (723).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 3,468 (734).

Whitehall, Chronicle, weekly. Inglee & Tefft. Average for 1902, 4,132 (736).

NORTH DAKOTA.

Grand Forks, Norman, weekly. Norman Pub. Co. Average for 1902, 4,869 (744).

OHIO.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,558 (752).

Cincinnati, Enquirer. Established 1842. Daily 66, Sunday 66 (761). Beckwith, New York.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 2,524 (765).

Dayton, News, daily. News Publishing Co. Average for 1902, 16,520 (773).

OKLAHOMA.

Guthrie, Oklahoma State Capital, dy. and wy. Average for 1902, dy. 18,806, wy. 21,222 (813).

OREGON.

Portland, Washington Advocate, mo. Order of Washington, puba. Avg. for 1902, 6,040 (826).

PENNSYLVANIA.

Erie, Times, daily. Average for 1902, 10,645 (843). E. Katz, Special Agent, New York.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,748 (871).

Philadelphia, The Evening Bulletin, D. ex. 8. Average for 1902, avorn. 158,489 (884). Copies daily net paid. Average for first four months of 1903, avorn. statement, 140,581 copies per day.

"In Philadelphia Nearly Everybody Reads The Bulletin."

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 528,127 (878). Printers' Ink says: Farm Journal best represents the agricultural interests of the United States, and is the best medium for reaching rural people.

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (66) (886).

Philadelphia, Reformed Church Messenger, w'y. 1306 Archst. Average for 1902, 5,574 (882).

Pittsburg, Times, daily. Wm. H. Seif, pres. Average for 1902, 59,571 (876).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,096 (890).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,301 (895). Average for May, 1903, 9,272.

RHODE ISLAND.

Providence, Daily Journal, 15,975 (66) (896), Sunday 15,351 (66). Evening Bulletin 37,531, average 1902. Providence Journal Co., publishers.

SOUTH CAROLINA.

Columbia, State, daily. State Co., publishers. Average for 1902, 5,777 (901). Daily average for the first five months of 1903, 6,300 copies.

TENNESSEE.

Knoxville, Sentinel, daily. Average 1902, 7,701 (925). Average first four months 1903, 9,075.

Memphis, Commercial Appeal, daily, Sunday and weekly. Average, 1902, daily 27,506, Sunday 84,910, weekly 74,318 (927).

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,078 (928). Av. for April, 1903, 18,472. Only Nashville's eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (929).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capra, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 5,245 (946). E. Katz, Special Agent, New York.

Paris, Advocate, daily. W. N. Furey, pub. 1902 no issue less than 1,150 (960); May, 1903, 1,037.

VERMONT.

Bennington, Banner and Reformer, weekly. Frank E. Howe. Average for 1902, 1,966 (974).

VIRGINIA.

Norfolk, Dispatch, daily. J. M. Thompson, publisher. Average for 1902, 5,098 (985).

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Lenke. Average for 1902, 5,826 (990).

Tacoma, Daily News, daily. Daily News Pub. Co. Av. 1902, 18,650 (1,000). Saturday issue 18,063.

WEST VIRGINIA.

Romney, Hampshire Review, weekly. Jno. J. Cornwell. Average for 1902, 1,919 (1010).

Wheeling, News, dy and 8'y. News Pub. Co. Average for 1902, dy 8,026, 8'y 8,305 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1022).

A Roll of Honor—Continued.

Milwaukee, Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, **\$0,748** (©) (1039).

Milwaukee, Journal, daily. Journal Co., pub. Ac. ending Feb., 1903, **\$9,425** (1029). May, 33,244.

Oshkosh, Northwestern, daily. Av. for 1902, **\$,908** (1036). First 4 mos. 1903, 6,270.

Racine, Journal, daily. Journal Printing Co. Average for 1902, **\$,496** (1038).

Wisconsin Agriculturist, w'y. Av. for 1902, **\$7,515** (1039). For yr. edg. June 30, 1903, \$9,680.

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, **\$,588** (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, **\$,987** (1051).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, **\$,574** (1051).

MANITOBA, CAN.

Winnipeg, Free Press, d'y and w'y. Average for 1902, daily **15,841**, weekly **10,674** (1054).

NOVA SCOTIA, CAN.

Halifax, Herald, Evening Mail, Homestead. Combined average for 1902, **12,881** (1060).

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, **\$,250** (1067).

QUEBEC, CAN.

Montreal, Star, d'y and w'y. Graham & Co. Average for 1902, d'y **\$5,970**, w'y **121,418** (1068). Six mo's end. May 31 '03, d'y av. **\$5,147**, w'y **122,167**.

When it comes to publicity
for a newspaper **PRINTERS'**
INK is the medium.—*M. Lee Starke,*
Mgr. General Advg. for Washington, D. C., Star, Balti-
more News, Newark News, Indianapolis News, Montreal
Star and Minneapolis Journal. New York City, July 1, 1903.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$20, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JULY 8, 1903.

Success follows in the wake of judicious advertising.

A GOOD many men have yet to learn that anything that improves the appearance of store, shop or factory is good advertising.

THE *Peoples' Popular Monthly* of Des Moines, Ia., will be represented in New York City, after July 1, 1903, by the Leith & Stuart special agency, 150 Nassau street.

THERE is always danger that the new advertiser, puffed up with a little unexpected success, will get reckless and inclined to "chance it." What seem to the uninitiated as recklessness on the part of some of the greatest and most successful advertisers is, on the contrary, the most carefully planned and the most cautiously calculated business.

THE publisher of a country weekly, whose paper is qualified to appear in the "Roll of Honor," writes to inquire whether it would be profitable for him to enter the "Roll of Honor," his being only a comparatively small paper. To this inquiry the Little Schoolmaster does not hesitate to answer in the affirmative, provided such a publication caters to the foreign advertiser. The latter knows generally more about the largest papers in the country than he does know about the thousands of small papers and the "Roll of Honor" would be a good place to bring small but honorable publications to the advertisers' notice. Such a service costs only forty cents a week.

Don't get your facts complicated with big words.

THERE is no limit to the business greatness that can be generated through good advertising.

"ACME QUALITY" is the phrase accorded the \$50 prize recently offered by the Acme White Lead & Color Works, Detroit, Mich., and it will henceforth appear in all the company's advertising. Brill Bros., the New York clothiers, have also secured a catch phrase by the competition method, and recently paid \$25 for "Get the Habit—Go to Brill Bros." One dollar additional was offered to each person who picked the winning phrase out of seventy-two specimens printed in the daily papers, and one enterprising person sent in seventy-two postals, each containing one of these phrases, with his name and address. Brill Bros. forwarded him a dollar, so his ingenuity netted him twenty-eight cents! This firm has also adopted the plan of presenting a pair of shoes with every suit sold on certain days, the customer being required to bring a coupon cut from their daily ad.

WITH the October, 1903, issue of the *Woman's Magazine*, St. Louis, a new rate card becomes operative. Display advertisements are to be six dollars per agate line, each insertion. No contracts will be accepted at the present rate to extend beyond the September issue. In regard to the periodical's circulation the new rate card contains the following interesting information:

The *Woman's Magazine* has the largest circulation of any publication of any class or kind published anywhere. It is the only publication of any kind or class published anywhere that has a proven every issue circulation exceeding one million five hundred thousand (1,500,000) copies. As a matter of absolute fact, this is a considerably larger proven circulation than any other "one" publication even claims. All advertisements sent the *Woman's Magazine* are accepted with the distinct and unequivocal guarantee that its circulation exceeds 1,500,000 copies—full count—every issue, and that its publishers voluntarily prove it every issue. All advertisers and advertising agents are requested to make this a condition of contract when sending us an order to insert advertising.

THE latest arrival in the Little Schoolmaster's nursery is *Salesmanship*, a monthly published at Meadville, Pa., and is devoted to the advancing of the science of salesmanship.

PEOPLE interested in comparative values of newspapers for advertising purposes are invited to examine the list of three dozen dailies printed on the last page of this issue, and write to PRINTERS' INK suggesting how the list may be improved without adding to the number. Whoever would add a name should also specify which one he would have dropped to make room for the new candidate. Persons who think the expenditure of a hundred thousand dollars would be enough to constitute a great advertiser will hardly be inclined to believe the statement made in good faith that \$50,000 would be insufficient to pay for the insertion of a three-inch advertisement in every issue of even this small list of papers for the three hundred and sixty-five days that go to a single year.

SOME excellent mailing cards and other literature are used to supplement the advertising of Smith's Adjustable Index Tags, manufactured by Chas. C. Smith, Exeter, Neb. This device is applicable to any set of account books, as well as to card systems and large volumes in a library. The tag itself is a steel clip, inclosed in a silk sewed leather tab on which any desired inscription may be written. Dates, alphabets, States, cities, months, days of the week and seventy-five accounting terms are printed and kept in stock. Mr. Smith has introduced his invention through advertising during the past six years with marked success, using mediums that reach book-keepers, accountants, cashiers and those who are most intimately connected with accounting departments. The present literature is designed for follow up purposes, and each bit contains its sensible argument and practical information for business men.

Good advertising and good merchandising are inseparable. They are two forces that make success.

ACCORDING to the 1903 issue of the American Newspaper Directory the *People's Recorder* of Orangeburg, S. C., has a circulation exceeding 2,250. It is the oldest Negro newspaper published in South Carolina.

THE Milwaukee *Sentinel's* sage says that he is in possession of a series of schedules of replies to keyed ads, showing the percentage of results attained by announcements of various sizes, and that in every case the ad printed in large space brings replies at lower cost for each than the same ad in a small space. Whether the medium is good or bad, this rule applies. One set of schedules show that replies from a half page magazine ad cost three cents each; from a whole page, two cents each; from an eighth of a page, nine cents each. This is a recognized truth in present-day advertising, of course. Yet so many are the ways of advertising successfully that doubtless a good case could be made out for the man who uses small spaces in preference to large ones—certainly some interesting facts could be furnished by that class of advertisers who persistently use two and three line readers, and who have built up large businesses through advertising of this nature.

IN the issue of July 15, 1903, the Little Schoolmaster will announce a prize competition that opens with the issue of July 29, 1903. Publishers, editors, reporters, advertisers—professional and amateur—and readers of PRINTERS' INK everywhere, will be invited to study the proposition. There is both money and fame in it.

WHEN an advertising man is planning a campaign, in ten out of twelve cases he will lay his plans from a personal standpoint. Furthermore, seventy-five per cent of advertising is designed from the point of view of the manufacturer or producer. His wishes, tastes, preferences are the guiding stars. What appeals to him, he argues must be right. In a ratio dependent upon his experience the advertising man takes his own standard (unless that of his client overrides it) as representative of that of his audience. That which pleases him must be best; consequently it will make the desired impression upon the public attention. Beyond this he will not go. A small percentage have the courage and broadmindedness to venture outside the barriers of their personal likes or dislikes. The man who can discover quality in any object to which he is indifferent or antipathetic is as rare as that other who knows ability and can pick it out.

Advertising men as a rule will not sanction or make use of any method which is incompatible with their specialized preference. The mere fact that a plan cannot be considered because it is "undignified," while a very stereotyped style remains in favor to the exclusion of any other, proves this to be true. Such men are self limited. Take up any magazine and with little difficulty the different "schools" can be grouped apart. The advertising prepared by one firm or agency can often be separated from that prepared by a neighboring house. Frequently a soap advertisement and one extolling the wearing qualities of shoes bear the same marks of origin. By the shifting of a few words both could be made interchangeable; the saving feature is the probable illustration accompanying them.

The causes which prompt a reader to peruse the literary pages are quite foreign to those leading him to look over the advertising matter. A mental relaxation accompanies the careless turning over of the advertising pages, until a strik-

ing feature or unusual effect recalls the attention to closer examination. People who feel they must read through the literary portion of a magazine to get their money's worth rarely have the same scruples in regard to the other half. It then remains with the advertisement itself to be sufficiently attractive to draw and fasten the reader's attention. As ads of a given kind attract readers of certain tastes, it behooves the ad man to vary his publicity so as to speak to the largest possible audience. Any form or chosen style may be very good advertising, as this may be considered by the general opinion in the office; but the chances are it will be very differently received by the public which is not supposed to know so much of the science. The very features that speak well for an advertisement in the office may be entirely overlooked by the class of people it is desired to interest.

The wise advertising man will open his mind to all styles and forms of publicity without having to depart from his specialized field. There are more ways than one to fill up newspaper, magazine or booklet space, bill boards and car signs. So many people fear to have their advertising considered undignified that they forever pursue the same narrow path, which, unknown to them, runs in a circle. To make advertising answer only the dictates of your personal tastes is an error and a reflection on the discerning abilities of the public. The ad man has a trebly difficult task, for he must be himself, the firm whose product he is advertising, and the public at large. If he cannot enter into the same spirit and see his advertising from the same standpoint of the two last named, his publicity efforts will either over or undershoot the mark, but never hit it.

The advertising matter proceeding from large offices should be frequently submitted in a casual way to office assistants; preferably to such whose tasks have no direct relation to the making of an ad. Public opinion in the office represents public opinion at large.

Men whose whole time is spent in planning, writing, laying out advertising matter, and buying space are in constant danger of over-cultivating the scientific-philosophical side to the detriment of the human nature elements. Advertising men of all people should be sufficiently tolerant to recognize the good points in a style of advertising opposed to their own preferred kind, and wise enough to use them whether they agree with their personal preferences or not.

On July 1st Mr. J. Keeley became publisher and managing editor of the *Chicago Tribune*. He had been that paper's managing editor for five years past, and prior to this held various positions on the same paper. He is a young man, and his steady rise is a testimonial to his energy and ability. Mr. H. W. Montgomery, the former publisher, has joined forces with the *Philadelphia Record*.

THE Tacoma, Wash., *Daily News* sends out a mailing card entitled "A Story Without Words." A large halftone gives a vivid picture of how the *News* is carried every afternoon into the homes of Tacoma and its suburbs. It is an advertisement which would look splendid on the double center pages of PRINTERS' INK.

MR. HUGH WALTER MONTGOMERY, former business manager of the *Chicago Tribune*, is now with the *Philadelphia Record* and it is said that in that office he is the whole thing. Notwithstanding this assertion, Mr. Joseph Cashman, who was once the New York representative of the *Chicago Tribune* and who went to the *Record* as business manager some time during the latter part of last year, is still there and appears to hold precisely the position which he at first assumed.

THE *Sunday School Times*, dated Philadelphia, June 13, 1903, contains the following paragraph of interest to advertisers:

The *Sunday School Times* has had recent indications of a keen Sunday school interest on the part of thousands of workers. Since February 1, more than thirteen thousand new subscribers have been added to its subscription list, largely because persons are interested in the work that the paper is presenting in many special ways from week to week. A substantial increase in the circulation of a Sunday school teachers' periodical may properly be taken as signifying a live interest on the part of the workers in the work itself, as well as an appreciation of the paper to which they subscribe.

NEWSPAPERS are printed in the United States in the following foreign languages: Arabic, Armenian, Bohemian, Chinese, Croatian, Finnish, French, Gaelic, German, Greek, Hebrew, ^{Hollandish} (Dutch), Hungarian, Icelandic, Indian Languages, Italian, Japanese, Latin, Lithuanian, Norwegian-Danish, Polish, Portuguese, Russian, Servian, Slavonic, Slovenian, Spanish, Swedish and Welsh. Those printed in German considerably outnumber those printed in all the other languages combined.

The Chicago Tribune.

OFFICE OF THE MANAGING EDITOR.

Chicago, Ill. June 25, 1903.

I might say that each week for the five years I have been managing editor of The Tribune I have read the "Little Schoolmaster." Naturally I have had nothing to do with the advertising and so have been unable to profit from its instruction, but now that I have assumed a dual role--that of publisher and managing editor--I shall read it with deep interest each week.

J. Keeley
Publisher.

WITH ENGLISH ADVERTISERS.

By T. Russell.

An advertiser who can insure the confidence of the public in his goods, his methods and himself, has won a considerable part of the commercial battle. It isn't the whole battle; but many advertisers who have had all the rest of the outfit, have failed for want of public confidence. This confidence, never very difficult for a retail trader, keeping store, to secure by right methods and right goods, is a much more serious proposition for the advertiser who deals with the consumer at arm's length, with one or more intermediaries between himself and the latter. Realizing the facts, advertisers in this country are making prodigious efforts to reach out for confidence, and a method which has made great strides of late years is the principle of what Mr. Powers calls in one word (he was ever an economist of diction), "moneyback." If the purchaser isn't satisfied with the goods, he is authorized to return them, and his money will be refunded. On general principles it is difficult to conceive of any claim which ought to be more certain of attaining the contemplated object than this one. It represents so magnificent a confidence. Not the advertiser, but the purchaser is made the judge. "Money returned if not as represented" is an old offer; and, fundamentally, this ought to be enough. But this offer, either because it has not been liberally interpreted, or because the public has thought it wouldn't be, does not, in a large proportion of cases, do the business. Obviously there is room for difference of opinion, for argument, for quibble. What one man may consider as corresponding with representation may not appear so to another; and a perfectly honest advertiser might find himself unable to agree with a purchaser equally honest, if correspondence with description is the test. Moreover, where it is a question of a consumer at one end of the country dealing with a manufacturer at the other end of it, the public, not well trained in business, not well situated to size-up

the probabilities of a commercial proposition, is not easily satisfied by a vague promise to do what, after all, if anyone cared to use legal means, all advertisers could be compelled to do—namely, undo a bargain if obtained by misrepresentation.

* * *

This has been recognized, and the thing has gone a step further. The pioneer of the movement, I think, was the Bromo Seltzer Company, whose agent, Mr. J. M. Richards, one day came out with a perfectly plain straightforward offer. He printed this offer:

If three doses of Bromo Seltzer fail to cure any headache, however caused, the purchaser may take the rest of the bottle back to the chemist from whom he purchased it, and we authorize the latter to refund the full price paid for it.

Here was no room for argument, no question of correspondence with a distant place. The liberality of the offer is conspicuous. It was perfectly open to anyone to cheat. I might have used, and been benefited by, Bromo Seltzer, but, if I preferred to have my headache cured free of charge, I had only to lie about it, and I would have my money back. I am in a position to state, from what he has told me, that it is practically unknown for this money to be claimed.

* * *

The same plan has been adopted by numerous advertisers, among the most conspicuous being the Fels Naptha people, and the experience of all has been the same. If you have honest goods to sell, you can safely offer money back in conditions which leave you open to wholesale pillage. The Fels Naptha people (why do they spell Naphtha "Naphtha" I wonder?) do not ask to have the balance of the soap returned. They do not, so far as I know, even demand proof of your having purchased any Fels Naptha at all. You have simply to go to a grocer saying "I have had some Fels Naptha soap; I didn't like it. I want my money back" and you get it, the Fels Naptha people making it good to the grocer, on your word and his. But the fact is that the people do not abuse this confidence. No one asks for the money. The fact is no

doubt a testimonial to the merits of Fels Naptha soap; indeed, isn't the very offer a testimonial? I don't see how anyone could help believing in goods thus confidently advertised. I find it even difficult not to believe in Fels Naptha myself, notwithstanding the fact that I caused it to be tried in my own household and the report on it was highly unfavorable. I didn't send for the money back; it was easier to believe that there was a mistake somewhere, or that my people didn't use the soap right.

* * *

Now, observe where all this leads. The public doesn't, in fact, pillage a trusting advertiser. The public, take it "by and large," is honest. Realized in its fullness, this is a magnificent piece of advertising information. There is one concern which has known it for a long time—a firm of fine-art photograph dealers, Erdmann and Schanz, who have for years been advertising their willingness to send a selection of pictures to any address without deposit or cash put up, for the addressee to choose from—he retaining and paying for what he wants, and returning the balance. But the concern which has made the greatest use of the public honesty is the Clark Company—the American firm which started the business of selling books like the Encyclopedia Britannica, the Century Dictionary, and so forth—books worth up to two hundred dollars a set, on the installment plan, forwarding the whole of the goods without scruple to all applicants and receiving small monthly sums—in some instances extending over four years. The Clark Company, for some reason best known to itself, works in the names of various newspapers. The Encyclopedia is run through the *Times*, for example, and the advertising by which this and other publications of the same concern are supported is far and away the best of all the advertising which has appeared in the press of Great Britain for the last few years.

* * *

Nor has the discovery that the public can be trusted been lost on advertisers generally. Gold watches,

jewelry, and a vast number of other things are now freely offered for sale on the same conditions as the Encyclopedia Britannica, and I have never been able to learn that anyone has found the plan either dangerous or unremunerative. One very great effect of this scheme has been to demonstrate that confidence begets confidence. If you show confidence in the public, as the Bromo Seltzer people did, and the Fels Naptha Company, and the Clark Company, the public returns the compliment. Rightly appreciated, this is one of the most useful facts for an advertiser to know.

POST GIVES FULLER PARTICULARS.

Mr. C. W. Post of Battle Creek, Michigan, grown restive under frequent repetition of the story how his fortune was made by credit and favor extended to him by an advertising agency, authorizes the following statement:

When the Postum business started, Mr. Post was enjoying an income of about \$10,000 a year, and had in his possession about \$150,000 in securities. The company was commercially entitled to credit. No extension was ever asked and no bill ever went unpaid when due. No money was ever loaned to Mr. Post by any advertising agency. No agent or agency ever wrote his copy. No agency ever promoted his business. The advertising agents acted simply as brokers or agents contracting for space, checking bills and paying; the contract being to turn all commissions and rebates over to Mr. Post and charge him 10 per cent for the service rendered. There came a time when the agency was heavily embarrassed financially and some publishers running the Postum business did not receive pay from the agency, for their service, although Mr. Post had paid the money into the agency. This was naturally rather a bitter pill to swallow and he at that time seriously considered the withdrawal of his business, and placing it direct in order that publishers might be assured of receiving their money. But such a step at such a time would have seriously crippled the agency, and, under an agreement from publishers to extend time to the agency, Mr. Post permitted his account to remain in the hands of the agency and thus by the combined action of publishers and advertisers the agency was saved.

Mr. Post desires it to be understood that:

He invented his own articles; organized his own business; wrote his own copy; paid every bill exactly on the day due, and borrowed nothing at any time from any advertising agent.

TO REORGANIZE THE NEWS-PAPER.

NEW YORK CITY, June 29, 1903.

Editor of PRINTERS' INK:

In a late issue, one of your correspondents made reference to my plan for the make-up of a newspaper. It is a curious feature in humanity that when a new thing is proposed the majority discuss it for what it is not. A number of criticisms on the proposed method of alternating reading matter with advertising dwell heavily upon the supposed prostitution of the sheet by "Black Cuts," "Screaming Display" and deprecate the movement that it is claimed will rob the reader of the right to the enjoyment of supposedly valuable unpaid matter. Continued iteration is necessary to place the new subject in the minds of some people in an understandable way.

I maintain that no publications are more readable or better received by the general public than such as run alternate columns of reading matter and carefully edited, artistically set up advertisements. (I hope the gentle reader will understand and digest these qualifications). Note *Ladies Home Journal*; *Woman's Home Companion*; *Saturday Evening Post*; *Success*, and others like. But the newspaper that undertakes to follow this idea and set up "Screaming Display," "Villainous Black Cuts," or miserably worded announcements will fall short of the model newspaper of the future.

It is a fundamental truth that the left side of a newspaper should begin with pure reading, and that humanity as a rule tire of news matter after a bit and welcome a change to easily read and pleasing public announcements which offer a variety of articles, and consequently a change in the thought of the reader. These advertising columns should be only a column wide as a rule. I think perhaps on some of the pages on extreme right hand side, double column might be permissible. The idea is to condense the announcements, save white paper and the necessity that now exists of reading through the tremendous volume of spread out rubbish in order to discover what the entire paper contains.

A small announcement well worded, where people read it, will often sell as many goods as a full page of "Blow" in black ink and white paper. For it is only the thought contained in the announcement that carries weight and conviction.

True, the price for space would have to be greatly increased by the decreased space devoted to advertisements. It is funny enough to an old advertiser to read the announcement of newspapers glorying in the great number of columns of advertising they are carrying each day. Such statements may draw inexperienced advertisers; but they are inclined to send the old advertiser away, for he knows by bitter experience that his matter might be lost in such a crowd. But under the new method where advertisements occupy much less space and everyone has position alongside of pure reading matter and everyone carefully edited and the majority accompanied with attractive, entertaining and instructive pictures, I believe the advertiser

will gain more return for his money, the newspaper present a vastly better appearance, and save its publisher much money in the way of paper and ink.

I certainly do not expect publishers to immediately overthrow their present arrangement to follow my advice. The suggestion was put out originally as a result of some thought on the subject and it is worthy of considerable thought.

It will not answer to say that such prominence to advertisements will prostitute the sheet. The majority of the readers instead of considering it a prostitution would in my opinion, welcome the variety and attractiveness; and they certainly evidence their liking for alternate news and display as shown by the tremendous popularity of the class of papers exemplified by the *Ladies' Home Journal*. I think the actual facts thus demonstrated flatten out such criticism completely. Yours truly,



A BIRTHDAY PRESENT.

"THE CENTRAL STATION."

220 Broadway.

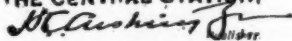
NEW YORK, June 25, 1903.

Editor of PRINTERS' INK:

I inclose you herewith \$5, in cash for one year's subscription to PRINTERS' INK commencing with the issue of May 27th. I noticed in the issue above referred to that out of a list of seventeen journals appearing therein, that only eight were entitled to a position in the "Roll of Honor," of which eight the *Central Station* is one. This is a source of gratification and the publisher feels very much honored, especially as this comes on the birthday of the paper, it being two years old to-day. It will endeavor to merit your continued approval.

Yours truly,

THE CENTRAL STATION.



EASY QUESTIONS.

TRUMANSBURG, N. Y., June 27, 1903.

Editor of PRINTERS' INK:

I find that I have some queries which I wish the Little Schoolmaster would answer; namely, should the concern's name appear at the top of a small retail advertisement? Where can I secure specimens of the different type styles?

Your paper is proving a great help to me and I would advise every young adwriter to subscribe if he or she needs assistance. Yours very truly,

EDWARD A. GRAY.

If this adwriting genius would gain access to a copy of some good daily paper and also send for a type founder's circular he would then, with a weekly copy of PRINTERS' INK, have everything he needs.

ADVERTISING WALL STREET.

NEW YORK, June 7, 1903.

Editor of PRINTERS' INK:

The present condition of the New York Stock Market with the extremely low levels of securities at this period of the country's prosperity not only astonishes those most familiar with market movements but offers no explanation to account for the steady crumbling of prices.

The situation is unique. The weakness cannot be assigned to any unsettlement resembling the disturbances which precipitated great declines in the past. The failure of the Marine Bank in 1884, the apprehension due to the currency situation in 1893, the consternation over Bryanism in 1896 and the struggle for the control of Northern Pacific in 1901 were all naturally followed by panicky reactions in financial centres, but the existing weakness which records lower levels in the majority of stocks than were reached during the worst industrial and financial disturbances puzzles the profession of the "tape."

The condition of the country is good. The era of prosperity continues undiminished. The unfavorable climatic conditions in certain parts of the country, the demands of labor in other sections, the lateness of crops or the recent inflation of cotton are of serious and principally of local import, but no one of them stands prominently as a cause of sufficient magnitude and influence to place the market in its present state of approaching demoralization. At the same time money is easy and without signs of immediate hardening. Railroads throughout the country publish monthly reports showing unparalleled increase in earnings. At present quotations investments in many high class, dividend bearing securities yield from 10 to 15 per cent per annum. The latter status is not unheeded, for large conservative interests as well as prominent insurance corporations have concluded that prices are widely out of proportion to values and are quietly accumulating large blocks of gilt edged stocks at bargain prices.

The support which is most eagerly sought to check the present downward trend of prices and promote a bull movement is dependent upon the attitude of the public, but it is admitted that the public now shows a decided lack of interest.

Herein lies the opportunity for the energetic advertiser. Brokerage houses are everywhere deploring the falling off in their business due to the absence of public buying, yet there is a striking decrease in the amount of advertising done by these concerns as well as a conspicuous absence of advertising of that character designed to influence public buying. If the public is not conversant with the favorable conditions for investing it must be advised. Bankers, brokers, syndicates, capitalists, pools and all other operators would welcome a bull movement and express themselves freely that one is due, but they are powerless without public sentiment. The daily publication of quotations and the matter-of-fact statements of market conditions are not sufficient to attract the needed

support, for inducements must be put in plain terms.

A large volume of advertising by brokerage houses was in evidence in the daily papers during the boom of 1901, and its influence was reflected in the marked activity of public buying at that time. Actual bargains stimulate the greatest powers of an advertiser and having at his command such inducements as Wall Street now offers the energetic writer can not only secure the confidence of prospective investors but can attract business to the house he represents as well as to the entire market.

Plain, straightforward statements of fact with inducements clothed in language becoming to the importance of financial enterprise, not omitting the fact that the present is the opportunity to secure legitimate bargains is the advertising that has supported Wall Street in the past and is again the resort best adapted to inaugurate an improvement in prices.

Yours truly,
J. F. BROMMER.

DENIES BRAINS.

JOHN WANAMAKER,
Broadway, 4th Ave. 9th and 10th Sts.
NEW YORK, June 29, 1903.

Editor of PRINTERS' INK:

Brains are not at all necessary to win in the advertising contests in PRINTERS' INK, as is fairly demonstrated by the award in the issue of June 24th. If you will refer to the foot note in the Philadelphia Wanamaker Page of May 13th, you will find the text of the Colby advertisement which was this week's prize winner. I think some other competitor who writes his own advertising has a right to expect a reversal of the decision.

Very truly yours,

W.R. Hotchkiss

Advertising Manager.

TIME spent in thinking about your advertising isn't wasted.



THIS PAPER GUARANTEES "LARGE RETURNS."

THE NEW ORLEANS "TIMES-DEMOCRAT."

NEW YORK, June 26, 1903.

Editor of PRINTERS' INK:

In your issue June 24th you place among the list of newspapers that are entitled to your classification of "gold" marks the *Picayune* of New Orleans, and make no mention of the *Times-Democrat* of that city.

If you will make a critical examination of the *Times-Democrat* and the *Picayune* you must needs come to the conclusion that the *Times-Democrat* is far more entitled to be indicated as the paper having a "particularly high standing" than the *Picayune*. Of course, it is true you qualify the statement by saying "the high standing is with advertisers." But advertisers who have investigated the situation know as well as do the reading and advertising public of New Orleans and Louisiana that the *Times-Democrat*, for quality as well as amount of circulation stands head and shoulders above the *Picayune*. Such papers as the *Atlanta Constitution* admit as that paper recently did, in an editorial, that the *Times-Democrat* has the most able editorials and occupies a stronger position than that of any other paper in the South. Its news service is three times the superior of that of the *Picayune*, as it should be, owing to the fact that it spends at least three times more money for news than the paper you place as having the highest quality.

The *Times-Democrat* is the most fearlessly independent of all the papers in the United States—its advertising columns are free from all questionable advertisements—it constantly refuses advertisements that the *Picayune* publishes, and its moral tone and editorial standard are admittedly higher. As to its circulation it is the only paper published in New Orleans that sends out no paper that is not actually paid for in advance at \$12 per year; it sends no copies as exchanges except the paper exchanging pays it the difference in the price of the two subscriptions. You will also find that there are advertisers in business in New Orleans that appeal to the highest classes and use the columns of the *Times-Democrat* and do not use those of the *Picayune*.

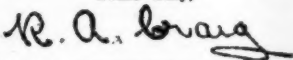
There is a name and a history connected with the *Picayune* and sentiment still attaches to it as a paper long identified with the history of New Orleans, but its past reputation is not being maintained to-day, it has been left far behind by its more able and intelligently conducted competitor, the *Times-Democrat*.

If these conditions do not entitle the *Times-Democrat* to being considered the paper of highest quality of value what properly constitutes such a classification?

Affairs and events have changed in New Orleans, as elsewhere, and what may have been true twenty years ago is no longer so. Times move and with them has moved the *Times-Democrat* until to-day it is pre-eminently the paper, not alone of largest circulation, but of highest value in New Orleans. This you can easily prove for yourself by taking very little trouble; which, in your capacity as guide to the advertising world you ought to take, and, thereby,

be enabled to rectify an error due to your having followed the old routine of thought rather than of having carefully investigated before having made a statement of great importance. The "gold marks" of quality are far more applicable to the *Times-Democrat* than to the other paper mentioned when viewed from present day facts, whatever might have been the case in the days when the Nicholsons were alive and were conducting the other paper.

Yours truly,



Special Representative, 41 Times Building, New York.

1,700 IN A TOWN OF 25,000 IS A
CIRCULATION TO BE
PROUD OF.

PORTSMOUTH, O., June 23, 1903.

Editor of PRINTERS' INK:

Reading the issue of your journal for the 17th of June, I ran across this sentence: "Seventeen hundred copies of an unsensational daily, in a town with 25,000 people, is a circulation to be proud of and Platt & Platt should brace up and let it be known they actually print so many."

What puzzles me is, is this the opinion of an expert on circulation, or are you merely trying to "josh" the publishers of the Poughkeepsie *Eagle* into giving a detailed annual statement of circulation? I am interested, because if your assertion be made as an expert, I could then claim a phenomenal circulation for the *Times*, our paper. The *Times* is an unsensational paper; it is published in a town, that by the last decennial census had but 17,870 population, though it is but fair to say it now has quite 20,000. Yet the actual number of copies printed and distributed daily for the first three months of 1903 was 2,715. Owing to the starting of a new morning paper, which offered two weeks' subscription for ten cents, the same as the *Times* gets for one week, and the arrival of warm weather, which always shrinks the circulation somewhat, we are printing a few copies less each day now. However so will more than cover the decline.

More than 2,300 copies are delivered in the city by carriers—we have no street sales. Naturally the query might be put, if you have so many in town, why do you not have more outside? Our answer to this would be good and sufficient. Conditions confine us almost entirely to the town. Our country is rugged and its population is rather sparse. There are only a few small villages and these are quite inaccessible so far as getting a local afternoon paper to them is concerned. Then the price at which we hold our paper, five dollars, does not make it a very attractive proposition to the farmer, who has been getting his local semi-weekly for a dollar and less.

I have "meandered" away, I find, from asking the information I really would like to have: What is really a fair average of circulation, in the town of publication, where the competition as to the number of papers published is not

excessive? I understand, of course, that the character of the population and local conditions will affect somewhat, but there should be something of both a general maximum and minimum, beyond one of which no paper can go and below the other of which it should not go. Will you tell me what, in your opinion, either of these should be?

Very truly yours,

Valere Tharold

A REMARKABLE COMMUNICATION.

INTERNATIONAL TYPOGRAPHICAL UNION.

Los Angeles, Cal., June 19, 1903.

Ripans Chemical Co., New York City:

GENTLEMEN—As you undoubtedly are aware, the Los Angeles Times is a bitter and relentless enemy of organized labor and is at present engaged in a struggle with the International Typographical Union.

For the past thirteen years the Times has continually assailed the principles of unionism and has spared no effort to bring labor unions into disrepute. This policy of the Times is pursued in order to defend the position of its publishers in employing non-union printers at a much less rate of wages than paid by union printers.

After due consideration, the American Federation of Labor and the International Typographical Union have decided that the Los Angeles Times must be brought to a realization of the fact that organized labor has no intention of meekly submitting to the venomous and malicious attempts of that paper to crush unionism in Southern California.

As the only thing that will induce the Times to discontinue its warfare on workmen is loss of advertising patronage, a vigorous campaign has been instituted with that end in view.

The American Federation of Labor, representing over 3,000,000 families, has instructed its members to refrain from patronizing any commodity advertised in the Los Angeles Times. Twenty-five thousand dollars has been appropriated, to conduct this movement for the year 1903. The assistance of all the labor papers of the United States and Canada has been secured, and beginning with June 3, 1903, the names of the advertisers of the Los Angeles Times will be published continuously, with the request that working men and women discontinue patronizing their products.

Knowing that you are not advertising in the Los Angeles Times, but fearing that you may make a contract for space with that paper without knowing its character, we take the liberty of addressing you this communication.

Trusting that you will receive it in the spirit in which it is written, I am,

Yours respectfully,

Arthur A. Hay.

A POINT WELL TAKEN.

"BAKERS' HELPER."

A Monthly Trade Journal, Established 1887.

Member National Association of Master Bakers. Member Chicago Trade Press Association.

CHICAGO, June 27, 1903.

Editor of PRINTERS' INK:

I have been interested in the series of articles appearing in PRINTERS' INK, treating on different classes of journals. Presuming it is your intention to thus consider all the different classes of journals, and the turn of the Bakers' papers will come, permit me to call your attention to a matter concerning which I wrote last December.

I take it for granted your purpose in the articles referred to is to aid the advertisers in discriminating as they should between journals, so as to make the most intelligent use of the publicity they afford. The point I wish you to note is that the bakers' paper which has the largest circulation in this country is of an entirely different character from the other bakers' papers among which it is listed. The Cleveland, O., Bakers' Journal is the only paper of its class; and is designed for and is taken by journeymen bakers; it does not pretend to go to employing bakers; its aim is to foster the cause of the bakers' unions.

The other bakers' papers are technical journals, circulating among employing bakers' not among journeymen, except to a very limited degree.

The advertisers may and do use the Bakers' Journal to a limited extent, but the papers they seek to use the most are those which go to the employers, and your classification puts all on a par. My suggestion is that a word additional be attached to the name Bakers' Journal (say "for journeymen bakers" or "labor"), so that when a new advertiser looks at the list he will see at once that it is something different from the others.

The larger output of bakers' product over that of confectioners' would suggest, also, that when the two trades are named together, bakery should have the precedence. Yours very truly,

H. R. Childs

*Census of 1900:

Bakery products — \$175,657,348
(17th in list.)
Confectionery products — \$81,290,543
(40th in list.)

It is seldom that an article is extensively advertised until it has been thoroughly tested and is known to possess merits which appeal to the purchasing public.—*Progressive Advertiser.*

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

WANTED—Experienced advertising manager at once, STERLING ADV. AG'TY, Muncie, Ind.

WANTED—A first-class subscription solicitor—to travel. Address **GROCERY WORLD**, Philadelphia.

ENERGETIC man with \$5,000 can secure interest in growing periodical and be ad mgr. Must travel. "I," care Printers' Ink.

MORE than 225,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

OLDER the better. We can use a few back numbers of **PRINTERS' INK**. Send your list to Literary Department of "M SERVICE," 300 Monroe St., Chicago.

WE wish to correspond with trade paper publishers desirous of putting subscription solicitor on the road and sharing expenses. **THE WESTERN STATIONER**, Chicago.

EXPERIENCED and competent newspaper man desires editorial position or would purchase an interest in an up-to-date weekly. Address "WALTER," Printers' Ink, New York.

WILL get you advertising and subscriptions from N. Y. and London, England. If you have no special representative at these places look into this. Regular service for trade or class papers and dailies only. **ATLAS PUB. BUREAU**, 17 Spruce St., New York.

"SPECIAL REPRESENTATIVE." Room 39, Tribune Bldg., New York, desires one or more publications for Eastern or Western advertising representation. Large advertising acquaintance. Superior service. Reasonable terms. Excellent references.

SUPERINTENDENT WANTED—Reliable, up-to-date man, of good address, to take complete charge of book and job printing office. Must be practical, sober and thoroughly understand estimating. References required. Fine position for right party. Drawer M, Atlanta, Ga.

POSITION WANTED—Is your circulant on satisfactory? Is it possible for an energetic young man, with thorough knowledge of circulation, to improve it? I want opportunity with paper of 10,000 to 30,000 circulation. References: Knoxville, Tenn., *Sentinel*, Chicago *Record-Herald*. **KENNETH F. BEERS**, 1613 Union Ave., Harvey, Ill.

A **AN OPPORTUNITY IS OPEN.** The difficulty is to find it. Do you know where it is? We do. We need competent high-grade men to fill positions that we have open for managers, advertising men, superintendents etc. Technical, executive and clerical men of all kinds. If you are interested write for plan and booklet. **HAPGOODS (INC.)**, 300 Broadway, New York; Monacaock Bldg., Chicago; Pennsylvania Bldg., Philadelphia.

S **SALESMAN WANTED.** We will have room pretty soon for a good salesman. Want a man who can call on the best class of manufacturers and explain our methods of increasing sales by direct advertising. We do not care whether he has ever sold advertising or not. Our proposition is so simple and so sensible that it does not take long to learn it. But the man we want must have a record as a successful salesman in some line—must be clean, forceful, sensible and willing to work hard. Such a man can advance rapidly. State age, experience and salary expected.

BATES ADVERTISING COMPANY,
Chas. Austin Bates, President,
182 William St., N. Y.

W **WANTED** In the publication department of a large machinery manufacturing concern in New England a young man to prepare all literary matter, supervise all illustrative work, conduct the advertising and manage the printing office. Must be technically trained, a master of good English and experienced in the work above outlined. A permanent, growing position for the right man. State experience, submit samples of work, give references and specify salary expected. "W. B. S.," care Printers' Ink.

ENERGETIC business man, practical printer desires position with newspaper as manager or superintendent. "A.B.C.," care Printers' Ink.

WANTED, by a newspaper man just returned from the Philippines, an editorial position, or if sufficient inducements were offered would buy an interest in the right kind of a country weekly. Address **ROBERTS**, Printers' Ink.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

ADDRESSES AND ADDRESSING.

FACSIMILE typewriting addressing, perfect match guaranteed. **PHILIP WEISS COMPANY (Inc.)**, 100 William St., New York.

CARBON PAPER.

WILL exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 672, N. Y.

LITHOGRAPHY AND TYPOGRAPHY.

CERTIFICATES, Bonds, Diplomas, Letter-heads, etc., partly lithographed and to be completed by type form. Send for samples. **ALBERT B. KING & CO.**, 100 William St., N. Y.

ELECTROTYPING.

WE make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 45 Rose St., New York.

PUBLISHING BUSINESS OPPORTUNITIES.

EMERSON P. HARRIS, 253 Broadway, New York, sells a large part of all the magazines, class and trade paper publishing businesses changing hands in this country. To get in touch with the best things, write him.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. **WALLACE & CO.**, 29 Murray St., New York.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

\$1.15 TO \$3.90 per 1,000, according to style, quantity and printing desired. "Acme," the most practical coin mailer made, **ACME COIN MAILER CO.**, Burlington, Iowa.

MISCELLANEOUS.

AS much as you want, as little as you need. The Leonard sectional electrotype cabinet; each section will hold 100 electros; \$5 a section of 10 drawers, base \$1.50, top \$1. Also the Leonard system for buying advertising. **\$3. LEONARD MFG. CO.**, 40 Market St., Grand Rapids, Mich. Circular free.

SUPPLIES.

REDUCE EXPENSES—Linen Typewriter Letter-heads printed in quantities, 7 1/2 cents per M. Samples. **TIMES PTG. HOUSE**, Cohoes, N. Y.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

STOCK CUTS.

SILHOUETTE STOCK CUTS, suitable for medical newspaper advertising. STANDARD, 41 Ann St., New York.

LETTERS.

LETTERS—All kinds received from newspaper advertising wanted and to let. What have you or what kind do you want? **MEN OF LETTERS**, 506 Broadway, New York.

FOR EXCHANGE.

WILL exchange a complete set of the Columbian Encyclopedia, 40 volumes, brand new, for a second-hand 3 or 3 horse power gasoline engine in good condition. Address **THE WORLD CO.**, Sharpsburg, Ky.

HALF-TONES.

NEWSPAPER HALF-TONES. 2x3, 75c; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

BUSINESS OPPORTUNITY.

A native partner wanted in well established incorporated job printing business. Monthly salary in addition to profits from the business. A splendid opening for the right party. Correspondence solicited. **THE C. B. CARTER CO.**, Knoxville, Tenn.

ADDRESSES FOR SALE.

MAILING LIST 25 thousand farmers and heads of families. 10 thousand country storekeepers. 15 thousand men and women in small towns. All in Southern States. Recently compiled at enormous expense. What do you offer? **LUCIUS MANSFIELD**, 100 Carter St., Chattanooga, Tenn.

NEWSPAPER BARGAINS.

TWO exceptional opportunities for sober, industrious and practical newspaper men, with as low cash on hand as \$1,000. One in New York State, one in Maine. Men wanted full as much as the money. **C. F. DAVID.**

Several of the best newspaper propositions now on deck that have been in my hands for 10 years. Any good newspaper property for sale. "David" knows about it. **C. F. DAVID**, Original Broker in Newspaperdom, Abington Mass.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascart boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see.

AMERICAN STOFFER COMPANY,

Brooklyn, New York.
151 Water Street,
The largest makers of Tin Boxes outside of the Trust.

PRINTERS.

BOOKLETS by the million. Write for booklet. **STEWART PRESS**, Chicago.

CATALOGUES printed in large quantities. Write **STEWART PRESS**, Chicago.

PRINTERS. Write **R. CARLETON**, Omaha, Neb., for copyright lodge out catalogue.

REDUCE EXPENSES—Linen Typewriter Letter-heads printed in quantities. 70 cents per M. Samples. **TIMES Ptg. House**, Cohocton, N.Y.

1,000 LETTER-HEADS, billheads, business cards or envelopes printed, \$1.50; 5,000, \$3.00, cash with order. "PRINTER," Nicholasville, N.Y.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.**, 15 Vandewater St., New York.

PREMIUMS.

MOST complete list of newspaper premiums, books, etc., on the market. Illustrated cat. free. **W. F. CREAGAN**, 90 Gilpin Pl., Chicago.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 51st issue now ready; free. **S. F. MYERS CO.**, 45w, 45-50-52 Maiden Lane, N.Y.

BOOKS.

PRINTER'S HELPS AND HINTS, 25c. Circular free. **KING**, Printer, Beverly, Mass.

"THEORY and Practice of Advertising," first text book, fifty complete lessons. In paper cover prepaid, 75 cents, cloth \$1. **GEORGE W. WAGENSELLER**, A. M., Author, Dept. P. I., Middleburg, Pa.

FOR merchants—advertisers—attractive illustrated booklet on live topic. Something to connect your name with. Customers will value it. Sample pages. **MORRIS AD. COMPANY**, 207 W. 32d St., New York.

"MY ADVERTISING PARTNER," a book for merchants and advertisers who write their own ads. 140 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, \$1. **H. C. ROWLAND**, Pub., Columbus, O.

"EARN LETTERING." Write Show-cards. Our book of Sample Alphabets, Rules and Complete Instructions enables you to become a proficient show-card letterer, with reasonable practice, in a short time. *Mailed postpaid for 50 cents.* Sample Chart and General Instructions, with coupon entitling you to buy the book for 40 cents, sent on receipt of ten cents (dime or 10c. stamps). **J. P. OSGOOD**, 106 FULTON ST., N.Y.

FOR SALE.

FOR SALE—25 fonts good second hand type. "PRINTER," Nicholasville, N. Y.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. **RICHARD FRESTON**, 167L Oliver St., Boston.

LOT of Multipolar Electric Motors for printing presses. Sizes 2 1/4 to 20 H. P. Prices on application. **NATIONAL STAMPING AND ELECTRIC WORKS**, Chicago, Ill.

A DEMOCRATIC newspaper, 27 years old, in a good Western Kentucky town. Circulation, 1,500. A bargain. Terms cash. Address **MISS MANNIE R. CATLETT**, Princeton, Ky.

42 X 60 POTTER TWO-REV. will print 4 pages of a 7 or 8 col. A first class press for book, job or newspaper work. **RICHARD FRESTON**, 167L Oliver St., Boston.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7 col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. **RICHARD FRESTON**, 167L Oliver St., Boston.

FOR SALE—Adjustable Simplex Typesetting Machine in excellent condition. Several hundred pounds of machine type, brier and primer. The primer practically new. A bargain for cash and a quick sale. Address **THE HERALD CO.**, Huntington, W. Va.

FOR SALE—Daily and weekly now clearing \$5,000 per year; official city paper in prosperous Southern city rapidly growing; established 15 years; complete plant; independent politics; owners have Western news negotiating removal; terms, \$10,000 cash, balance, \$2,000, long time. Worth twice this. Full particulars by addressing **A. K. JACKSON**, care Printers' Ink.

FOR SALE—One of the best trade journal propositions we know of. Advertising contracts made past five months aggregate \$1,500. Official paper. One of the best States in the Union. The right man can clear \$5,000 per year interests which absorb all his time, and must sell, therefore offers it at a sacrifice. \$2,500 will take it. Must be sold in next 60 days. Investigate. Address "No. 511," care Printers' Ink.

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list.
BASSETT & BUTHIN,
 45 Beekman St., New York City.

ADVERTISING NOVELTIES.

A BRIGHT, finely-cut steel nail file in leather case. Sample 4c.; 1,000 \$30; ad on. J. C. KENTON, Oswego, N. Y.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." **FINK & SON**, 6th above Chestnut, Philadelphia.

DONT mail circulars in envelopes, my new novelty mailer costs less and brings better results. Sample free. Address **A. MUNDT**, Hammond, Indiana.

ADVERTISING NOVELTIES which in reality are advertising necessities. High-grade goods only. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

ADVERTISING MEDIA.

10 CENTS per line for advertising in the **JUNIOR**, Bethlehem, Pa.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

POUULTY NEWS, 25c. year; ad rate 5 cents per agate line. Circulation 2,350 monthly. **WILLIAMS & METLAR**, New Brunswick, N. J.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 45,000 copies, rate 20 cents a line. Forms close the 24th. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.**, 15 Vandewater St., N. Y.

PLANET your ad in the **POST**. It reaches ten thousand readers among the wealthy agricultural class every week. 30 cents an inch, display; 5 cents a line, reading. **POST**, Middleburg, Pennsylvania.

\$10 will pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. **CHICAGO NEWSPAPER UNION**, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

50,000 GUARANTEED circulation, 15 cents a line. That's what the **PATH-FINDER** offers the advertiser the first Saturday every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. **THE PATHFINDER**, Washington, D. C.

ADVERTISEMENT CONSTRUCTORS.

MAIL-ORDER ADV'G written and planned. **EUGENE KATZ**, Boyce Bldg., Chicago.

ADVERTISEMENTS and cuts, new daily. Retailers and bankers should use the best. Moderate prices. **ART LEAGUE**, New York.

HENRY FERRIS, his **FF** mark. 918-920 Drexel Building, Philadelphia. Newspaper, magazine and trade paper ads.

I WILL mail 4-in. sample Ad to Druggists who send stamp. **H. B. TRUNDLE**, Danville, Va.

NEWSPAPER advertising for haberdashers. Effective, profitable service at nominal rates. **A. OWEN PENNEY**, 919 Capitol St., Wash'n, D. C.

SEND me data and size of space and I'll write you a sample ad and quote prices for doing your work by the single ad or week. **CLARENCE B. OWEN**, Hudson, Mich.

MEN'S apparel ads that sell goods are the sort Hurley constructs. They've brought good returns for others. Why not for you? **J. T. HURLEY**, 2403 Kenton St., Cincinnati, Ohio.

100 GOOD ads for a grocery store \$100. **BAIT, PUB. CO.**, Toronto, Can.

ADVERTISEMENTS, booklets, folders, written and printed. **GEO. W. WAGENSELLER**, Middleburg, Pennsylvania.

A ADVERTISING. **JED SCARBORO**, 157A Halsey St., Brooklyn, New York.

\$1 OFFER—10-line single column display ad, set in pearl type from your copy and electrotyped. Send money with order. **HENRY KUESTNER**, Adsetter, 97 Reads St., New York.

ABLE advertising aggressively assists assets. We construct the profitable kind only. Write **THE AD-SHOP**, 89 Jefferson Ave., Jersey City Heights, N. J., for booklet, "Shavings From an Ad-Shop."

A ADBUILDING THOUGHTS. A booklet of inspirations for dull days of advertisers and advertisers. Fifty convincing, selling arguments applicable to any business. Fifty cents. **H. D. SNYDER**, Station R, Philadelphia, Pa.

PERSISTENT PUBLICITY, PROPERLY PREPARED, PROVES PROFITABLE. **POSTAL PROCURES PARTICULARS**. **PERKINS**, 257 Atlantic Ave., Boston, Mass.

ADVERTISERS and designers should use this column to increase their business. The price is only 10 cents a line, being the cheapest of any medium published considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK**, 10 Spruce St., New York.

"A ADS attractive, pointed, terse, Ads in bright and flowing verse. Ringing, rolling, rousing rhymes, Musical as sweet bells' chimes. Ads that burn into the brain, Ads that don't appeal in vain. Ads with thought in every line, Selling goods their chief design." That's the class of work done by "**JACK THE JINGLER**," 10 Spruce St., New York City.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN, Suite 608 B, Lippincott Bldg., Philadelphia.

COMMONPLACE ADVERTISING—You see it everywhere. How much does it influence you? My work is for those who want something better than the average. No ad-mithy foolishness. No straining after effect. Only straightforward, convincing talk and striking illustrations—advertising that hits and hits HARD.

Send for my booklet, "*Selling More Goods*."

EDMUND BARTLETT, Advertising Specialist, Am. Tract Building, New York.

YOUR ACTUAL TARGET. You need not give a thought to the man who already knows you and your goods. Your advertising should be aimed exclusively at the vast army of those who so far know nothing of them, and it is "up to you" to suggest promising possibilities to that mass of hitherto indifference. In these days of keen and clever competition strangers always take your business "measure" with what you send them—DON'T FORGET THAT. For those who don't forget "that" I build on anti-torpid lines.

Catalogues, Booklets, Price Lists, Folders, Circulars, Mailing Cards and Slips, Newspaper and Magazine Advt., etc., etc.

Upon receipt of letters suggestive of new business I gladly send by mail Samples of my "doings," which sometimes create a desire for like "things" in the bosom of my correspondent—that's why I send them. No postal cards, please.

FRANCIS MAULE, 408 Sansom St., Philadelphia, Pa.

In preparing advertising matter, the advertiser should remember that he wishes to sell to each customer more than once.

Do not undertake to change a person's religious or political beliefs, nor to substitute an undesired article on the plea that it is "just as good."—*Progressive Advertiser.*

THEY marched around the walls of Jericho seven times each day and blew their horns and did it seven days before the walls fell—one inch advertisement one time, will not pay.—*White's Sayings.*

Displayed Advertisements.

20 cents a line; \$40 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

New York Dramatic Mirror

121 W. 42d St., N. Y. Established 1879.

Reaches weekly every manager, actor, actress, theatrical employee and the great theatre loving public in every town having theatrical interests in the U. S. See the line of representative commercial advertisements now running in THE MIRROR. Rates and sample copies on request.

TO THE

BIBLICAL RECORDER,

a weekly religious and home paper, published at Raleigh, the American Newspaper Directory gives a higher circulation rating than is accorded to any other weekly or any daily published in

NORTH CAROLINA.

The New "Link the Link" Puzzle.



The most fascinating brain teaser ever invented. If you haven't tried it send 10 cents at once for attractively plated samples. You won't regret it. Jobbers and wholesalers write for prices. THE VALLEY MFG. CO., MIDDLETOWN, CONN.



Ripans Tablets are the best dyspepsia medicine ever made. A hundred millions of them have been sold in the United States in a single year. Every illness arising from a disordered stomach is relieved or cured by their use. As nearly every illness originates from the stomach it may be asserted there is no condition of ill health that will not be benefited by the occasional use of a Ripans Tablet. One will generally give relief within twenty minutes. Physicians know them and speak highly of them. The five cent package is enough for an ordinary occasion. The Family Bottle, 50 cents, contains a household supply for a year. All druggists sell them.

A GOOD TIME—NOW

If you think of buying a newspaper isn't now a good time to do it? Business is good, and advertising and circulation are both easy to get. A paper well built up in both departments now will stand like a rock through good times and bad times. I have some first-class properties listed. They are not calamities which are offered to you because no one else can make them pay, but are good profitable properties that the owners offer for sale, for reasons that will satisfy you as they have me that the reason for selling is good in each case. One of them is an Eastern daily, master of its field, paying its owner nearly \$15,000 cash each year, that can be bought right. Cash to the amount of \$40,000 or \$50,000 will handle it, and the paper will take care of the balance—and of the purchaser also. This paper is not on the market, but it can be had by the right man if he has the money. If you are the man and can show the money I will tell you all about it.

C. M. PALMER, Newspaper Broker,

15 Dearborn St.,
Chicago.

253 Broadway,
New York.

X-RAY

CARDS

For the detection of

KNOCKERS

Cheerfully furnished

FREE of charge
for the asking.

Address

AGRICULTURAL EPITOMIST,

Only Agricultural Paper Edited and
Printed on a Farm.

Epitomist .-. Experiment .-. Station,
SPENCER, INDIANA.

**OUR EXCLUSIVE
FIELD,**

Southeastern Pennsylvania

100,000 INHABITANTS,

in one of the richest and most prosperous sections of the Keystone State.

1,000 Industrial Establishments employing 20,000 employees, whose aggregate wages exceed \$9,000,000 in a single year.

**THE
Chester : Times,**

has more than twice the circulation of any other Chester daily and covers this field thoroughly. Write for rates and other information.

CHESTER TIMES,

WALLACE & SPROUL, - - Pubs.
CHAS. E. LONG, Business Manager.

F. R. NORTHRUP, 220 Broadway,
New York Representative.

The Most Popular Jewish Daily.

**DAILY
JEWISH
HERALD**

Established 1887.

Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the BEST advertising medium.

**The Volksadvocat
Weekly.**

The only weekly promoting light and knowledge among the Jews in America.

M. & G. MINTZ,

PROPRIETORS.

132 Canal St., New York.

TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

**THE CHICAGO
Daily Drovers' Journal**

FOUNDED IN 1873.

has behind it thirty years of uninterrupted success and constant growth. It goes every day into the homes of over 35,000 of the most prosperous and progressive stockmen and farmers of the West, who are well-to-do, able and willing to buy. In 1902 more than \$321,000,000 worth of live stock was sold in the Union Stock Yards of Chicago, and this money went into the pockets and added to the profits of the readers of THE DROVERS' JOURNAL. The circulation covers the Mississippi Valley States and the great West. As a medium for advertisers of farm machinery and implements, land, farm supplies and articles for household use, THE DROVERS' JOURNAL is especially valuable, as it is essentially "the farmers' daily." You cannot afford to overlook us if you want the farmers' trade. Sample copies, rates and full particulars upon application to

THE DROVERS' JOURNAL.

Union Stock Yards,

Chicago, Ill.

In a Class By Itself.

That's the position occupied

BY

The German Daily Gazette

At least 50,000 Germans read it daily and read no other, because they cannot master the English language.

Advertising rates on application.

The Philadelphia
German Gazette,

924 Arch Street.

Congregations for Advertisers

These religious weeklies are of the greatest use to advertisers in their congregations because they speak every week to

Over 200,000 Religious Homes

Let us tell you about these people who have money to spend for their needs and who buy at all seasons.

8 BUSINESS BRINGERS

PUT THEM ON YOUR LIST.

Age, Years.	PHILADELPHIA.
44	The Sunday-School Times
73	The Presbyterian
76	The Lutheran Observer
55	The Christian Standard
23	Baptist Commonwealth
82	The Episcopal Recorder
69	The Christian Instructor
46	The Lutheran

We Shall Be Pleased To Hear From You.

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a.

REACHES THE MASSES

Shrewd advertisers know that the paper which reaches the masses brings best returns for the money.

The Salt Lake **TELEGRAM**

is read by the masses in UTAH, IDAHO, NEVADA and WYOMING. **The Telegram** has the largest average evening circulation of any daily published in the above-named States. **The Telegram** is the only 8-cent paper published in Utah.

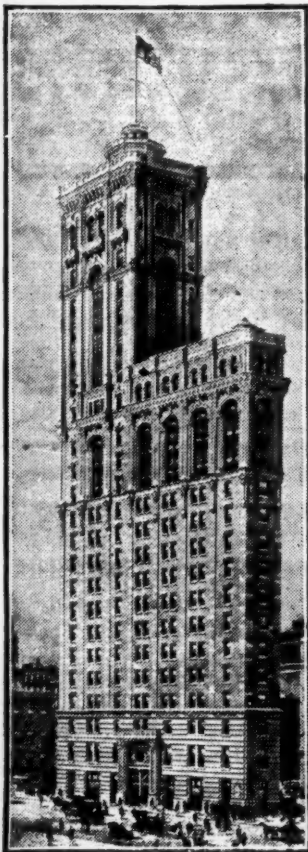
S. C. Beckwith Special Agency,

TRIBUNE BUILDING, NEW YORK.

H. M. FORD, 115a Marquette Building, Chicago.

THE "TIMES" NEW HOME.

Space for offices is now being rented in the new building being erected for the New York *Times* at Broadway and Forty-second street, and the structure will be ready for occupancy in less than a year. It is expected that



the paper will be installed by April, 1904. The editorial offices will be chiefly in the tower-like superstructure, with composing room on the entire sixteenth floor, business offices on the fifteenth floor, and press room and stereotyping department in the basement. With the exception of counting rooms on the main floor, all the

remaining space will be let for offices. When the *Times* moves in it will have facilities for city distribution enjoyed by no other paper in the world, for the Subway runs directly beneath its building, and papers, loaded into cars standing only a few feet from the presses, will be whirled away to city stations and railroad depots. A passenger station of the Subway will also be accessible from the building. Another advantage will be the underground store rooms for paper beneath the sidewalks, which, owing to the fact that the building faces a public square, are larger than usual. There will be a basement and two sub-basements, making the building 55 feet in depth from the surface of the ground. The height from the ground is 320 feet, and when measured from the lowest sub-basement 375 feet. This makes it the second tallest building in New York, exceeded only by the 392 feet of the Park Row Building. The construction will be of the modern skeleton type, with light granite for basement and terra cotta for superstructure. Long Acre Square, to the north, as well as the width of Broadway at this point, gives lighting facilities equal to those enjoyed by the famous Flatiron Building. The plans are by Cyrus L. W. Eidlitz, who designed the Fidelity and Casualty, Washington Life and Townsend buildings. The construction is in charge of the George A. Fuller Construction Co.

WHEN a man wishes to write, he is careful to see that his pencil has a point to it. He should do the same thing when he goes to prepare an advertisement.

"FOLLOW-UP system" is rather a large mouthful when one uses it in daily conversation, so Mr. B. H. Jefferson, advertising manager of Lyon & Healy, Chicago, has devised the abbreviation "Fol." "Fol card" and "fol clerk" have been used during the past year in his office, and save time and serve force. While such an abbreviation can hardly have so wide an application as "ad," it is nevertheless serviceable where the technicalities of advertising are used and understood, and probably others will be glad to adopt it into their office vocabularies.

\$10 or \$3

By the Week or by the Month

When there is any interesting story about a newspaper that it would be likely to pay the publisher to bring to the attention of advertisers by printing it on a postal card or in a small circular, it costs him \$10 a thousand for postage to send them out, and it is considerable trouble to learn the right names and do the addressing.

The same story can be told in PRINTERS' INK, in space of a quarter-page, and reach many thousands—practically all advertisers throughout the country—at a cost of only \$10; and such an announcement (subject to change of copy for every issue) can appear in PRINTERS' INK once a month for an entire year for \$120, once a week for \$520, or every other week for \$260.

Whoever has a real live paper, and there are interesting facts about it that it would be profitable to the paper to have advertisers know about, would do well to consider the propriety of advertising regularly in PRINTERS' INK.

A very effective advertisement for PRINTERS' INK can be compressed into the space of a single inch, costing only \$3 for one insertion, \$36 for once a month, or \$156 for every week for a year, or \$78 for every other week. Ninety words can go in the space of a single inch.



JUMP OVER THE COUNTER

Don't spend all your life as a poorly-paid clerk.
Learn to earn more as an adwriter.

If you have common sense, a fair knowledge of English and are ambitious, we can certainly train you to write the kind of ads that business men want and are willing to pay well for.

Send TO-DAY for our Advertising Circular, which tells all about our Course, and is fully illustrated with ads written according to the I. C. S. System of Ad-writing. Every present or prospective adwriter or student of advertising ought to have it.

We also teach Show Card Writing.

Mention this magazine, tell us which Course interests you, and address your letter: Advertising Manager

INTERNATIONAL CORRESPONDENCE SCHOOLS
Scranton, Pa.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS.

— ON —

The Chicago Tribune

From
Printers'
Ink
of
June
24, 1903.

“THE CHICAGO TRIBUNE is most representative of its city, and is the most comprehensive and stable newspaper in a community of changing newspaper fortunes.”

THE CHICAGO TRIBUNE in 1902 carried 50 per cent more advertising than any other Chicago daily and Sunday newspaper.



THE

EYES

of hundreds of thousands of men and women who live in rural communities all over the United States will see your advertisements if you place them in

The Vickery & Hill List and **The American Woman**

(ESTABLISHED 29 YEARS).

These people are already educated to buy by mail as results prove and we furnish proof that these papers possess

The Largest Paid-in-Advance Circulation in the World.

Our papers stand at the head of mail order mediums in this country. You ought to use them. Send for rates and full information.

The Vickery & Hill Pub. Co.,

AUGUSTA, ME.

C. D. COLMAN,
Flat Iron Bldg., New York.

E. H. BROWN,
714 Boyce Bldg., Chicago.

Sworn statement of circulation on file with Geo. P. Rowell & Co.

A Staunch Friend

Office of The Gazette,
New Berlin, N. Y., June 27th, 1903.

PRINTERS INK JONSON:

Dear Sir:—Yours of the 23rd at hand. I think I was one of the first users of your ink as foreman of the ILION CITIZEN, and since going into business for myself here in 1895, the ink I have purchased from other dealers would not amount to \$10 all told, and I am not doing the smallest business in the county either.

After an experience of more than fifteen years in various press-rooms, I can truthfully say that I have had less trouble with your inks than any other I ever used, leaving your low prices entirely out of consideration.

Very truly yours,

GEO. H. WILLARD.

Many of my customers started using my inks while in the employ of others, and naturally sent me their orders when they became bosses. Mr. Willard has been dealing with me nearly ten years, and I do not remember ever receiving a complaint from him. He never seems to tire lauding the good qualities of my inks, and many of my sales from his part of New York State can be credited to his kind words.

When my inks are not found satisfactory I don't try to make the user believe he doesn't understand his business. I simply refund the money and pay transportation charges. Send for my new book giving valuable pointers for the press-room.

ADDRESS

PRINTERS INK JONSON,

17 SPRUCE ST.,

NEW YORK.

3 dozen Dailies

NEW YORK HERALD—(Morning and Sunday)
 TIMES—(Morning and Sunday)
 WORLD—(Morning, Evening and Sunday)
 POST—(Evening)
 BROOKLYN EAGLE—(Evening and Sunday)
 ROCHESTER DEM. & CHRONICLE—(Morning and Sunday)
 BUFFALO NEWS—(Evening and Sunday)
 NEWARK NEWS—(Evening and Sunday)
 PHILADELPHIA RECORD—(Morning and Sunday)
 BULLETIN—(Evening)
 HARTFORD TIMES—(Evening)
 PROVIDENCE JOURNAL—(Morning and Sunday)
 BULLETIN—(Evening)
 BOSTON GLOBE—(Morning, Evening and Sunday)
 TRANSCRIPT—(Evening)
 SPRINGFIELD REPUBLICAN—(Morning and Sunday)
 MANCHESTER UNION—(Morning and Evening)
 BALTIMORE NEWS—(Evening)
 WASHINGTON STAR—(Evening)
 ATLANTA JOURNAL—(Evening and Sunday)
 MEMPHIS COMMERCIAL APPEAL—(Morning and Sunday)
 NASHVILLE BANNER—(Evening)
 CINCINNATI TIMES-STAR—(Evening)
 CLEVELAND PRESS—(Evening)
 PITTSBURG PRESS—(Evening and Sunday)
 DETROIT NEWS—(Evening)
 TRIBUNE—(Morning except Sunday)
 CHICAGO NEWS—(Evening)
 RECORD-HERALD—(Morning and Sunday)
 TRIBUNE—(Morning and Sunday)
 ST. PAUL DISPATCH—(Evening)
 MINNEAPOLIS TRIBUNE—(Morning, Evening and Sunday)
 PORTLAND OREGONIAN—(Morning and Sunday)
 SEATTLE TIMES—(Evening and Sunday)
 SAN FRANCISCO EXAMINER—(Morning and Sunday)
 CALL—(Morning and Sunday)
 LOS ANGELES TIMES—(Morning and Sunday)
 KANSAS CITY STAR—(Evening and Sunday morning)
 INDIANAPOLIS NEWS—(Evening)

GEO. P. ROWELL & CO., Advertising Agents, recommend advertisers to use the daily papers and believe the list named above is as good a selection, so far as it goes, as can be made.

To illustrate the cost it may be stated that a twenty-four word "Want" advertisement inserted five times in all the papers catalogued above would cost something more than \$50. An ordinary 10-line advertisement, for a single insertion, would also cost something more than the sum named, even if continued every day for a year. A space of three inches single column, in this small list of papers, would cost fully \$50,000 for one year's insertion. This goes to show that advertising is not cheap: still old advertisers know that the best papers are the cheapest after all.

GEO. P. ROWELL & CO. are glad to quote rates and receive and forward advertisements for the papers named above and for all leading newspapers and magazines.

OFFICES, No. 10 SPRUCE ST., NEW YORK.